



(19) **United States**

(12) Patent Application Publication
Mannik et al.

(10) Pub. No.: US 2004/0122731 A1

(43) Pub. Date: Jun. 24, 2004

(54) **SYSTEM AND METHOD FOR USING
INTERACTIVE ELECTRONIC
REPRESENTATIONS OF OBJECTS**

Related U.S. Application Data

(76) **Inventors: Peeter Todd Mannik, Roswell, GA (US); Stephen Andrew Hyser, Roswell, GA (US); Garland Todd Headrick, Smyrna, GA (US); David Hansel Whitley, Woodstock, GA (US); Kristopher Derek Hutchinson, Atlanta, GA (US); James Edwin Harris III, NA, GA (US); Robert Bruno Mignone, Peachtree City, GA (US)**

(63) Continuation of application No. 09/526,621, filed on Mar. 16, 2000, now abandoned, which is a continuation-in-part of application No. 09/500,610, filed on Feb. 9, 2000, now abandoned, and which is a continuation-in-part of application No. 09/468,687, filed on Dec. 20, 1999, now Pat. No. 6,535,889. Said application No. 09/526,621 is a continuation-in-part of application No. 09/406,171, filed on Sep. 23, 1999, now Pat. No. 6,557,006.

(60) Provisional application No. 60/174,331, filed on Jan. 4, 2000.

Correspondence Address:
SMITH, GAMBRELL & RUSSELL, LLP
SUITE 3100, PROMENADE II
1230 PEACHTREE STREET, N.E.
ATLANTA, GA 30309-3592 (US)

Publication Classification

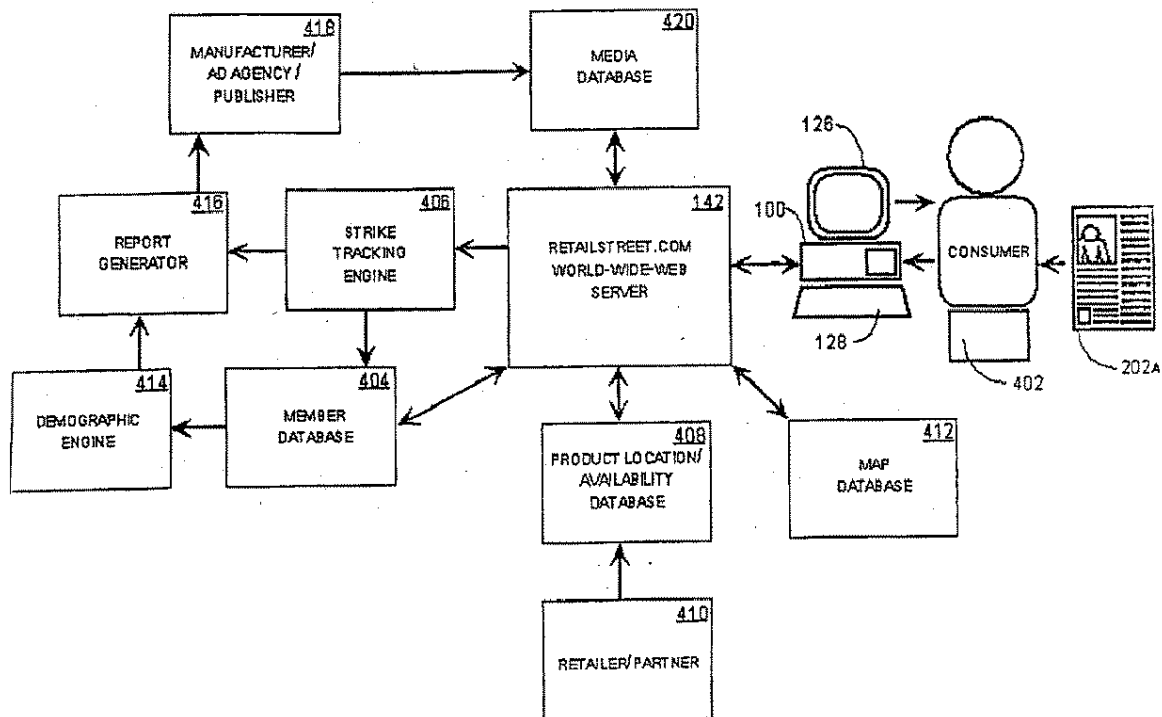
(51) Int. Cl.⁷ G06F 17/60
(52) U.S. Cl. 705/14

(57) **ABSTRACT**

The present invention provides a method for providing, with respect to a media source, an interactive electronic reproduction of a media object that includes a secondary object appearing in the media source.

(21) Appl. No.: 10/250,179

(22) Filed: Jun. 10, 2003



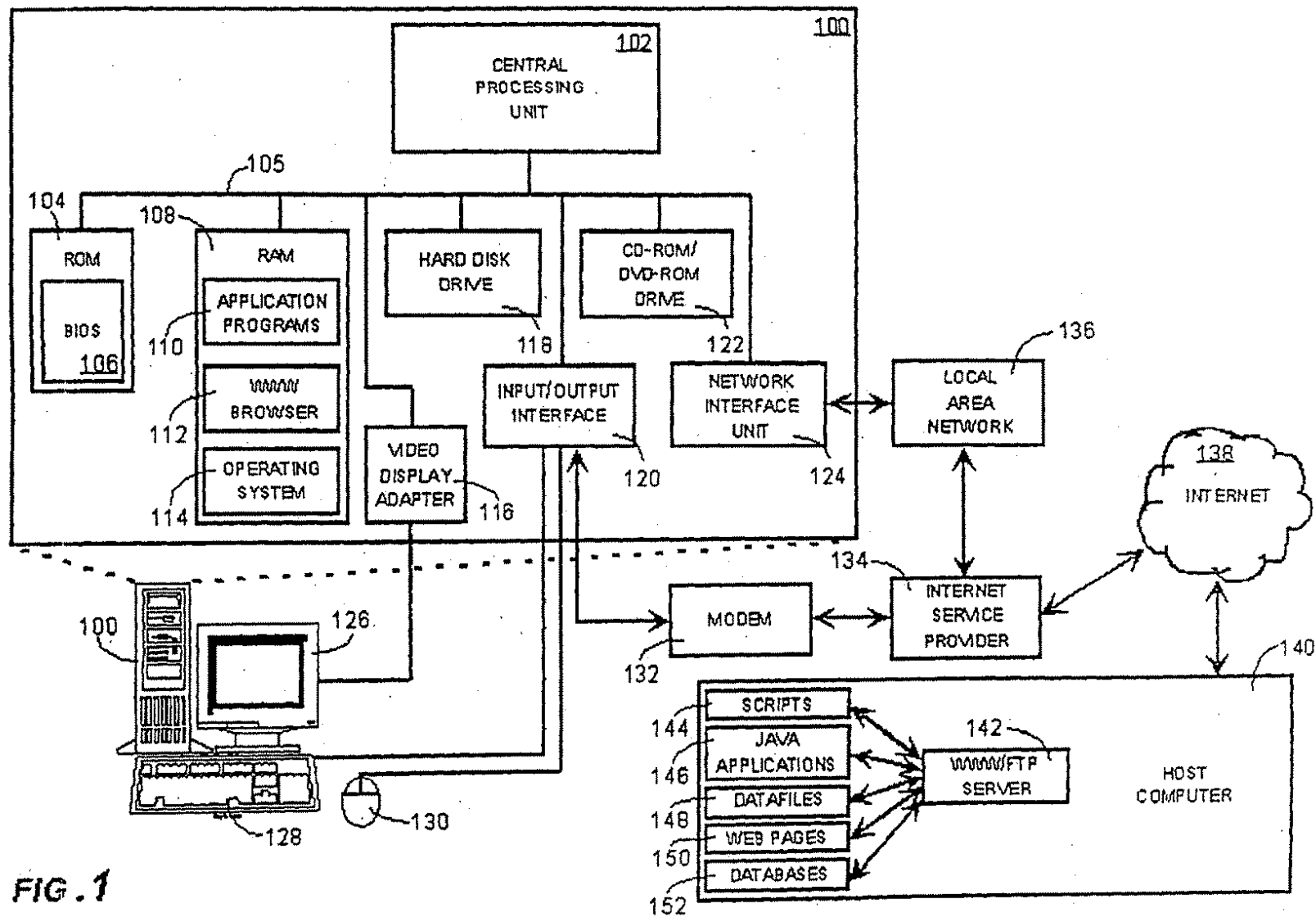
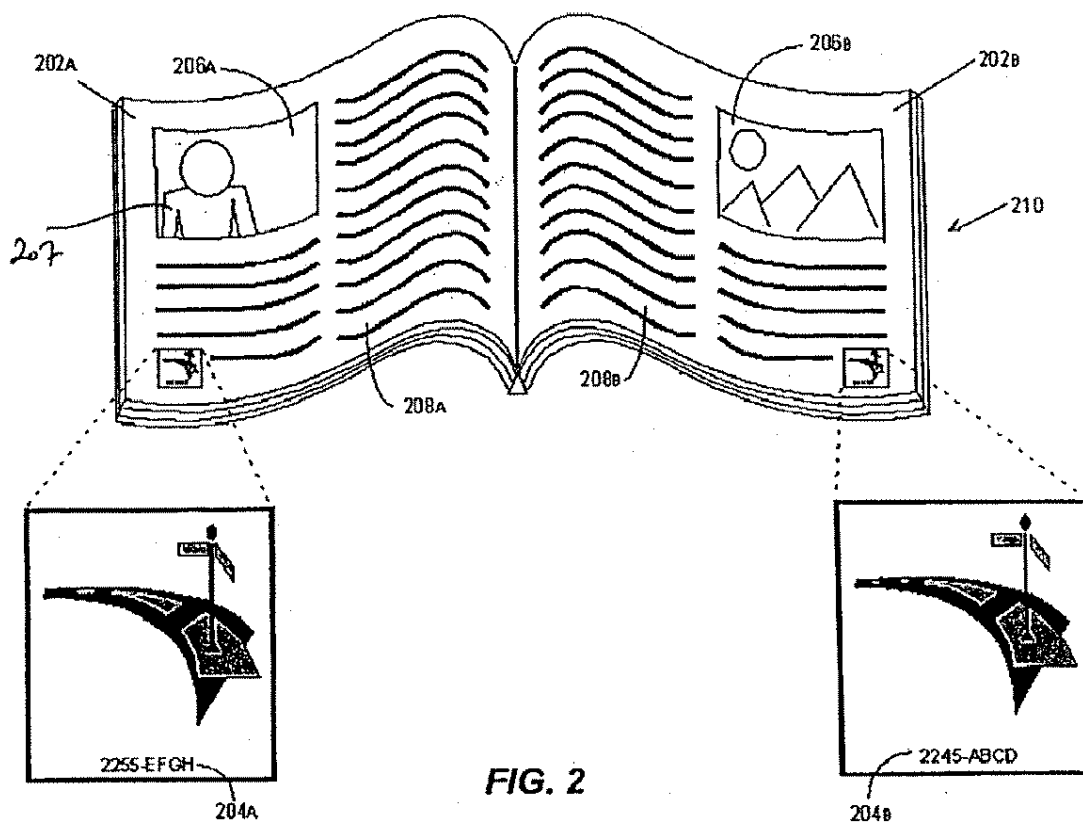


FIG. 1



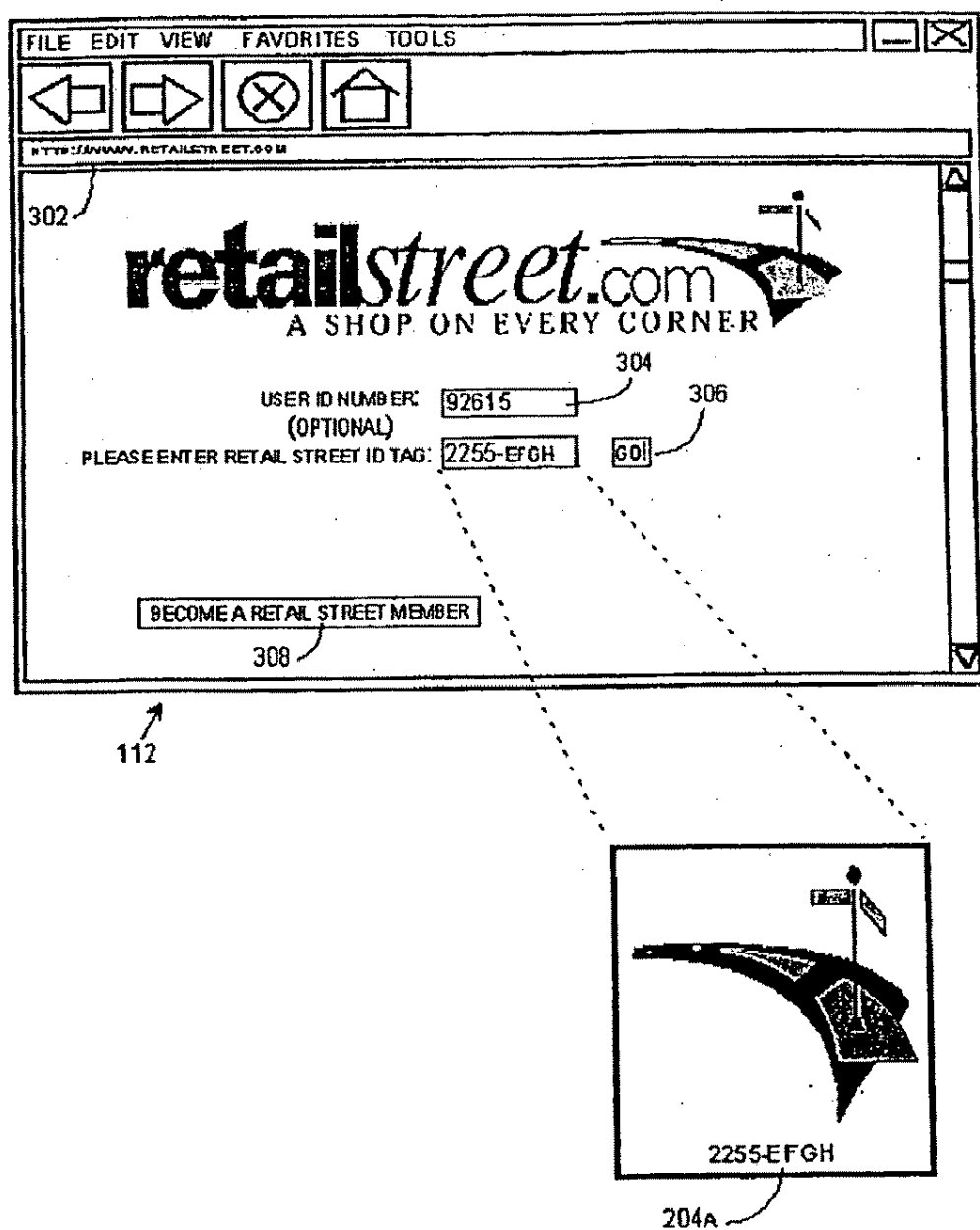


FIG. 3A

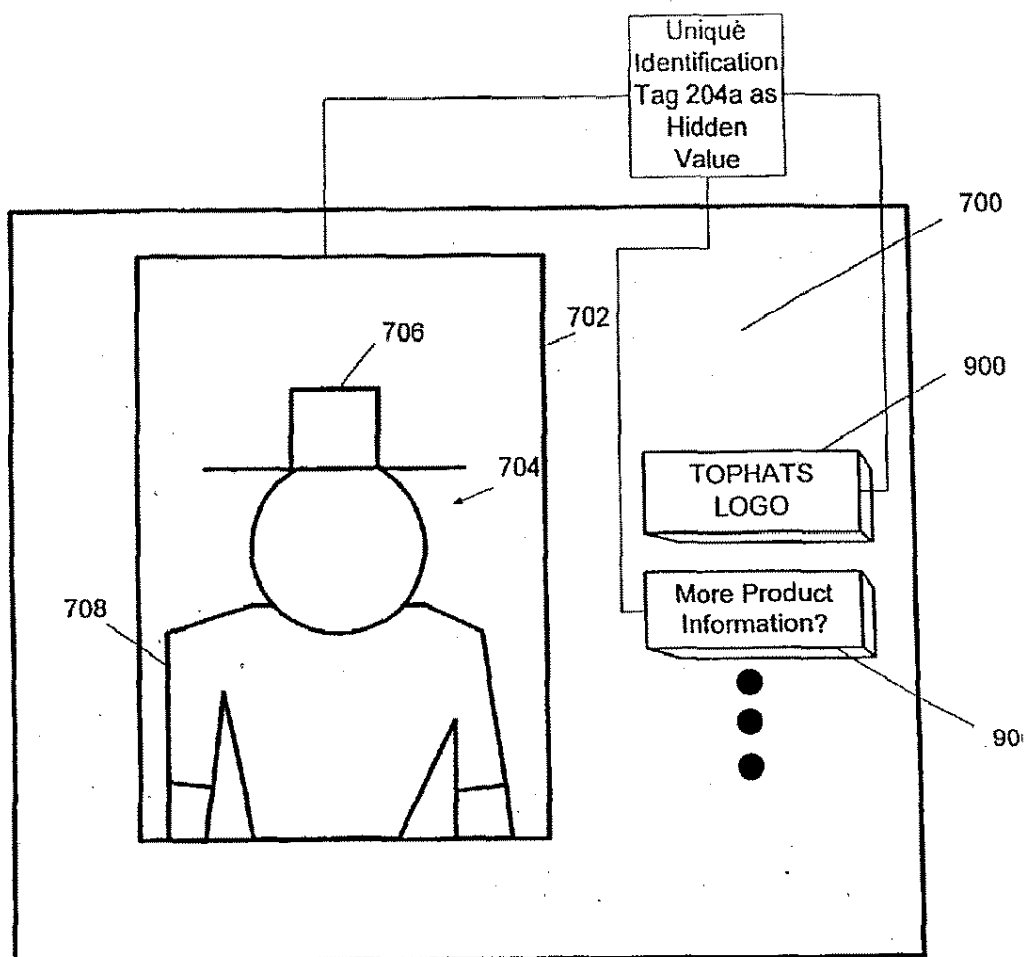


FIG. 3B

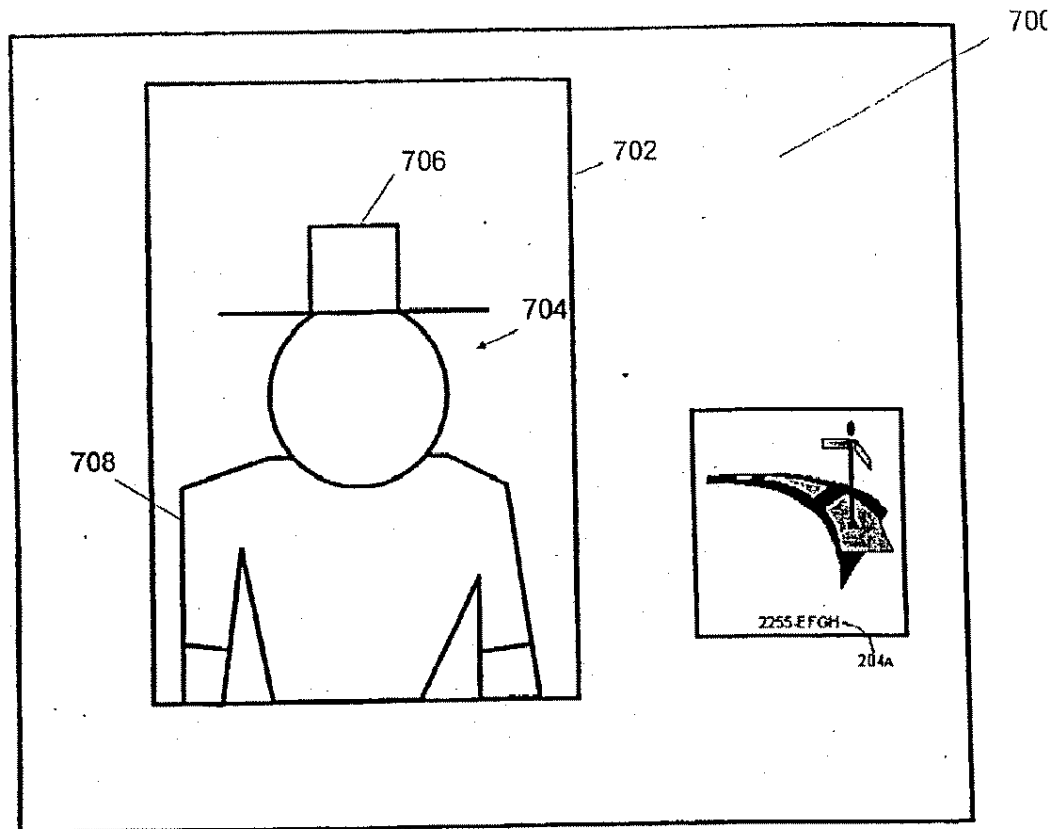


FIG. 4

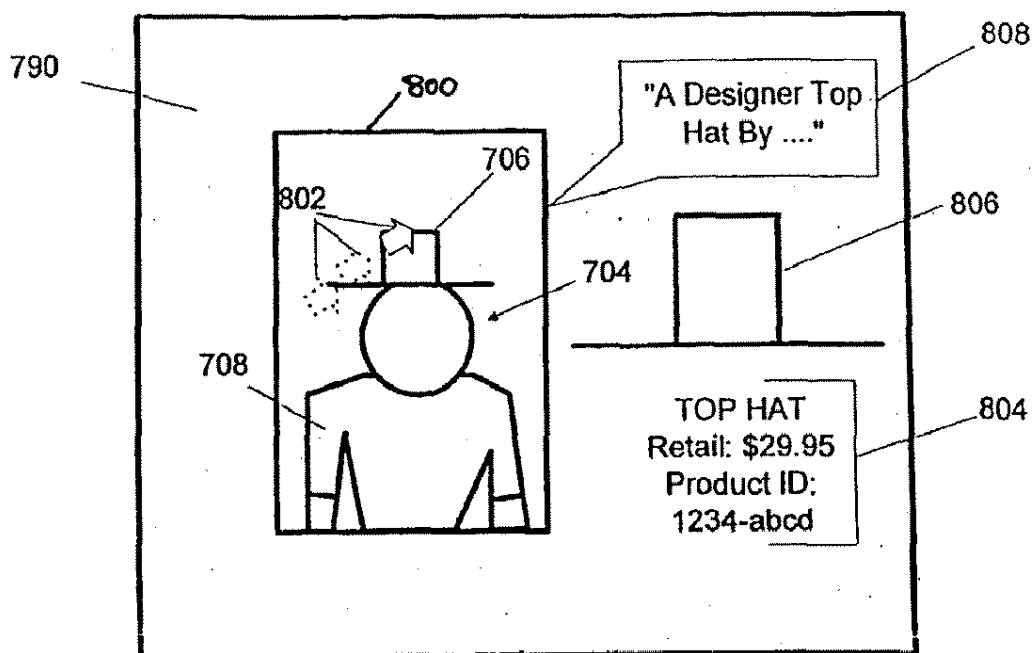


FIG. 5

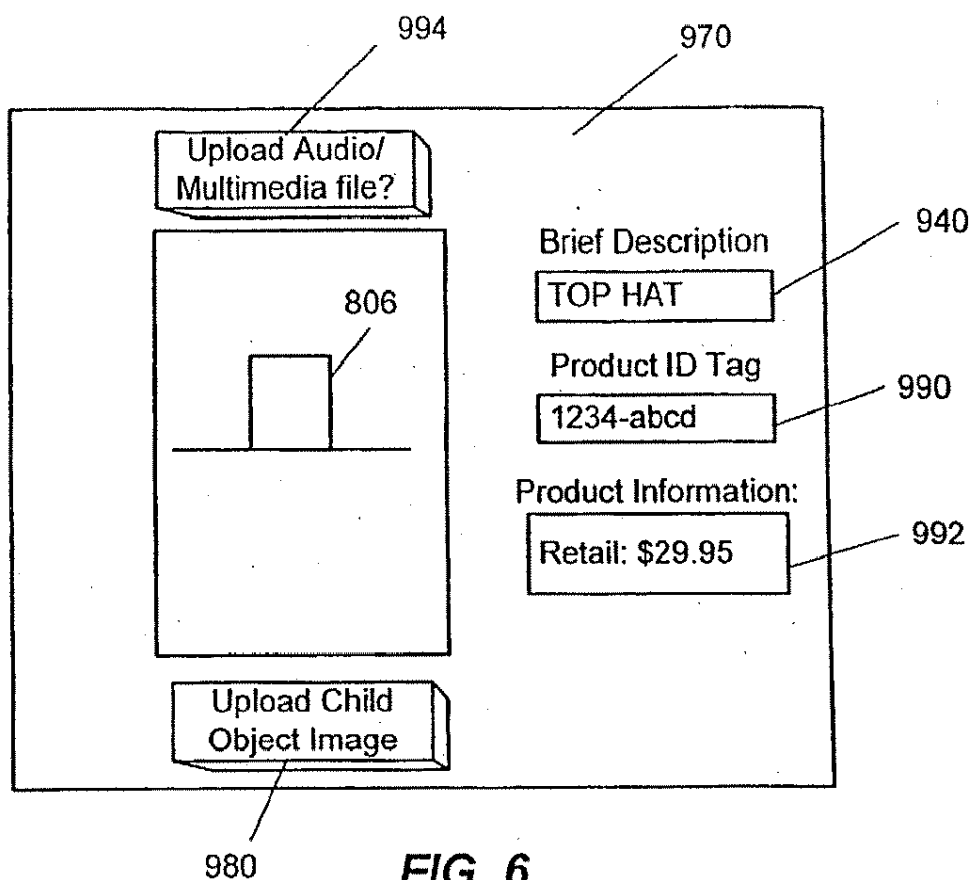


FIG. 6

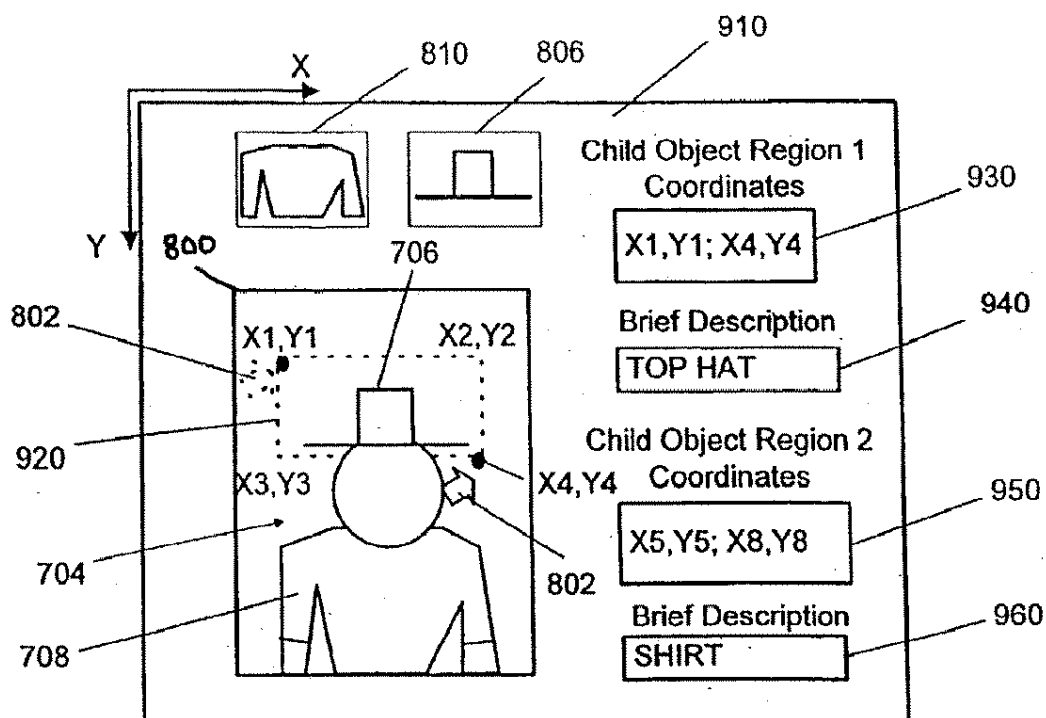


FIG. 7

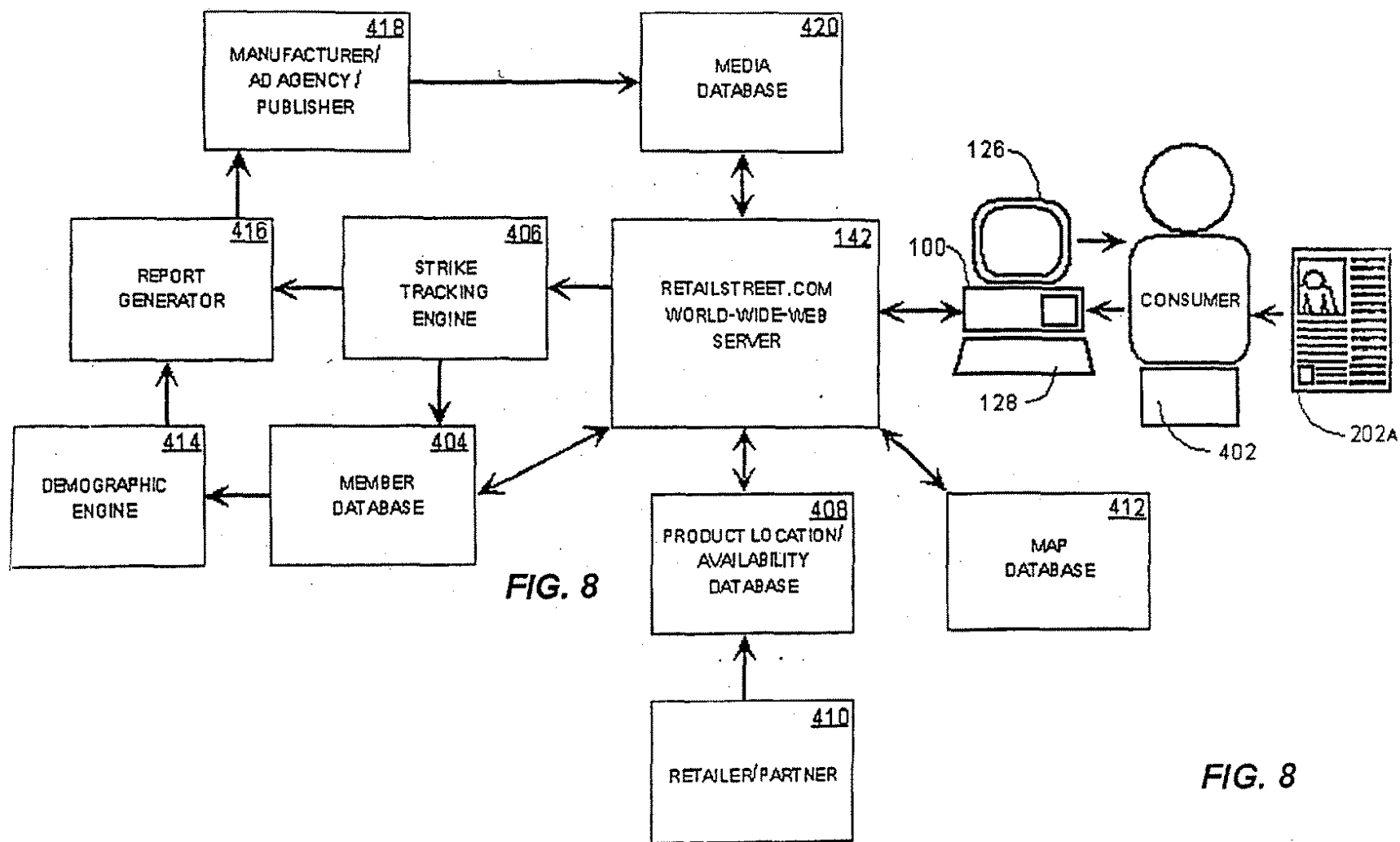


FIG. 8

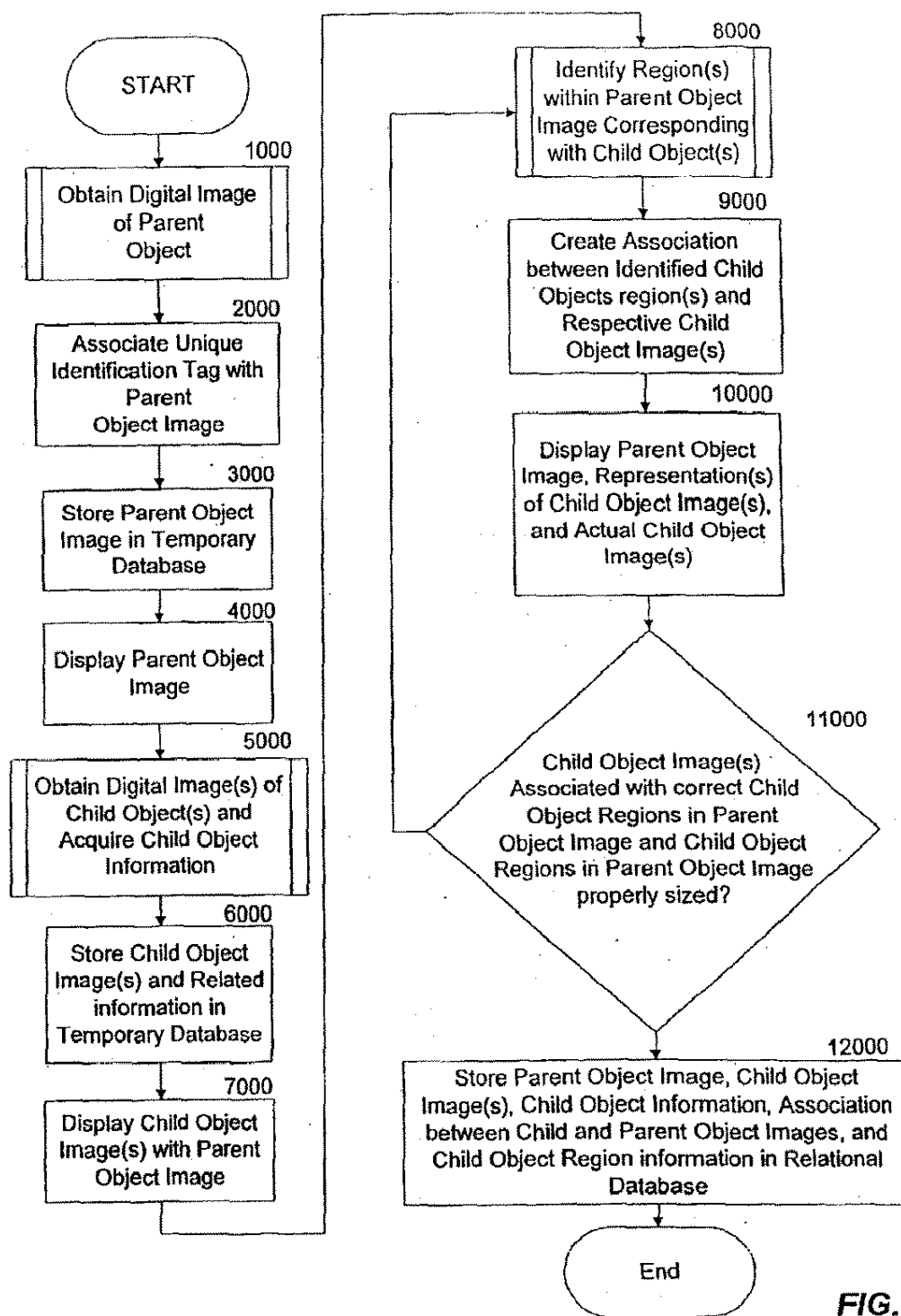


FIG. 9

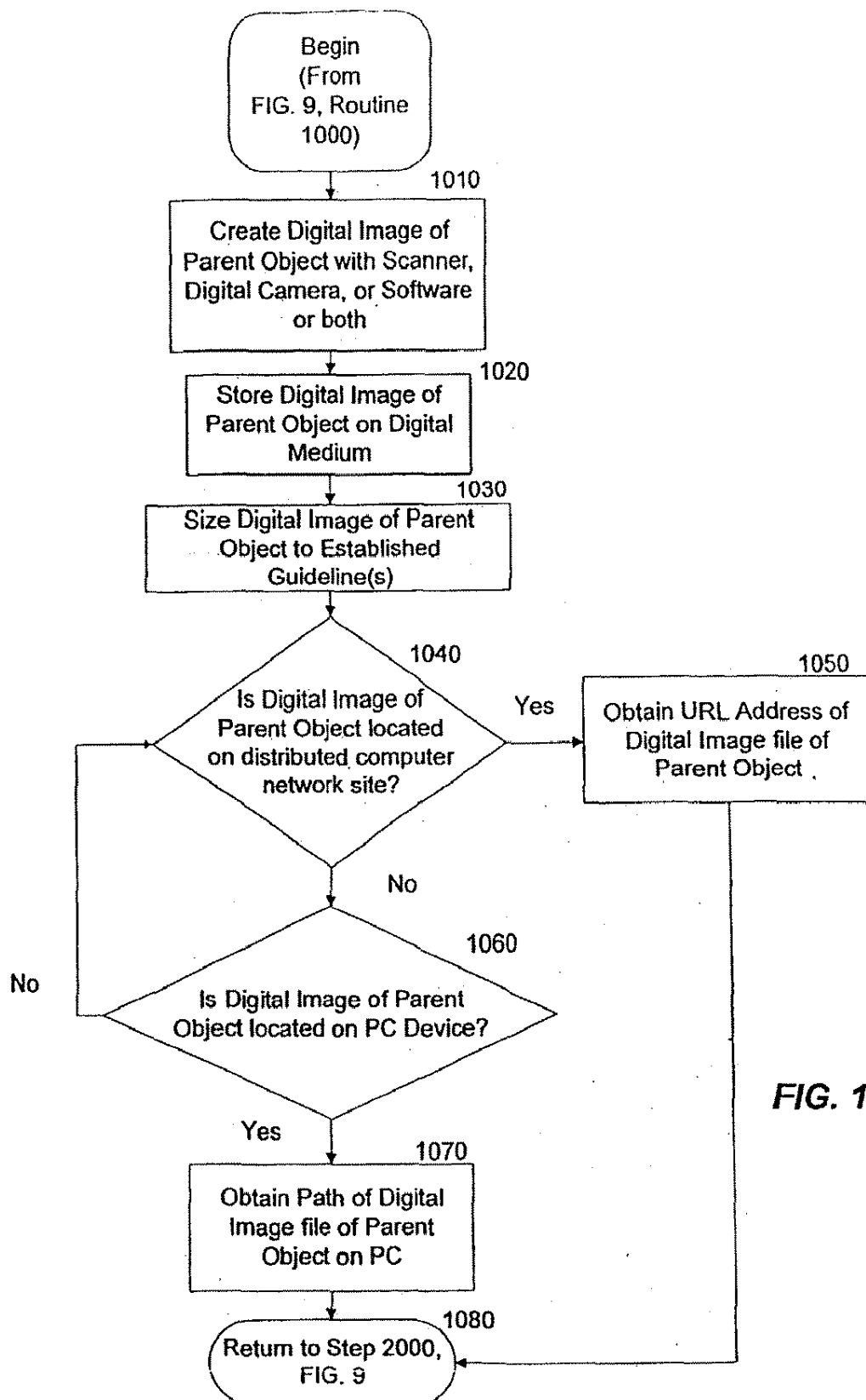


FIG. 10

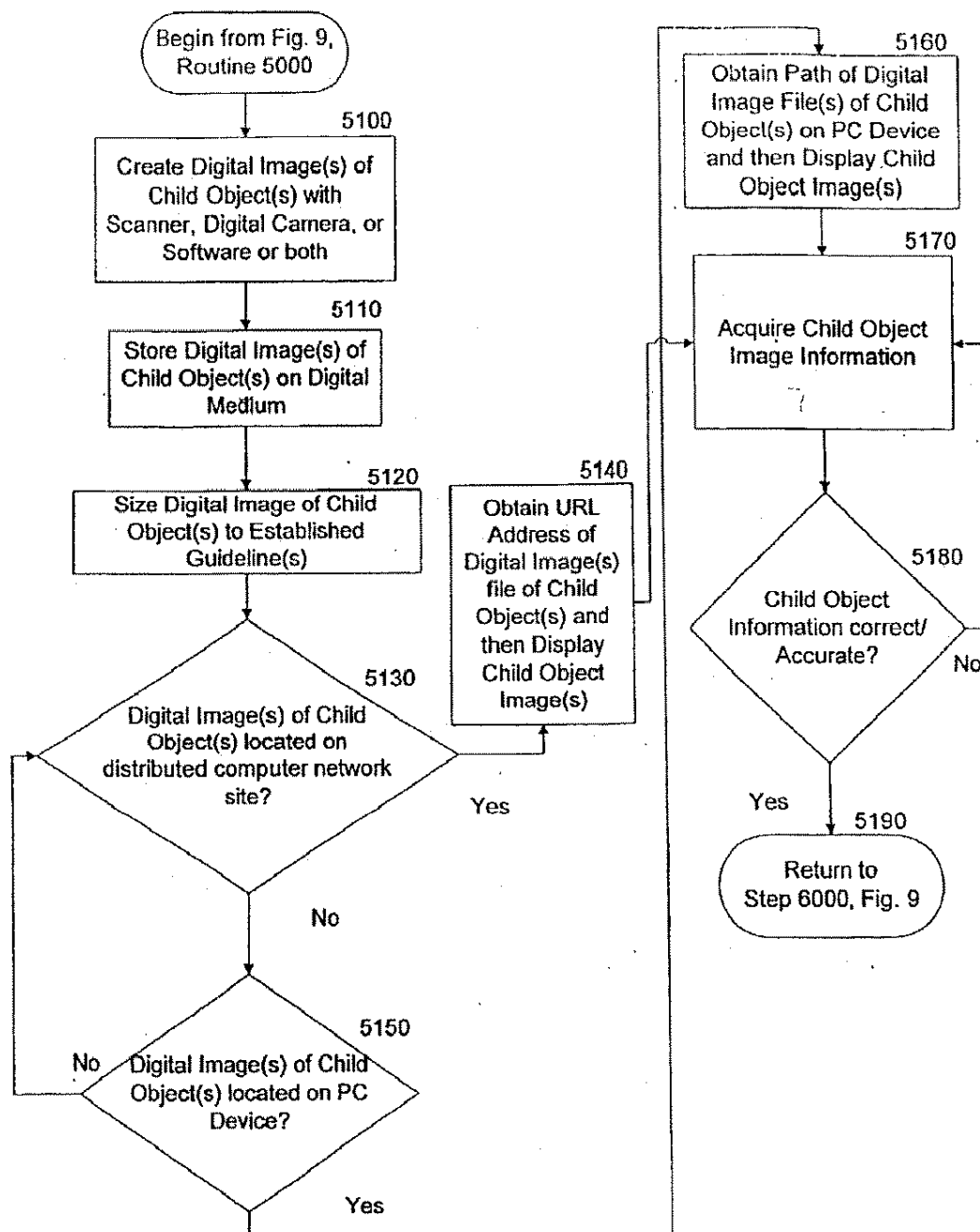


FIG. 11

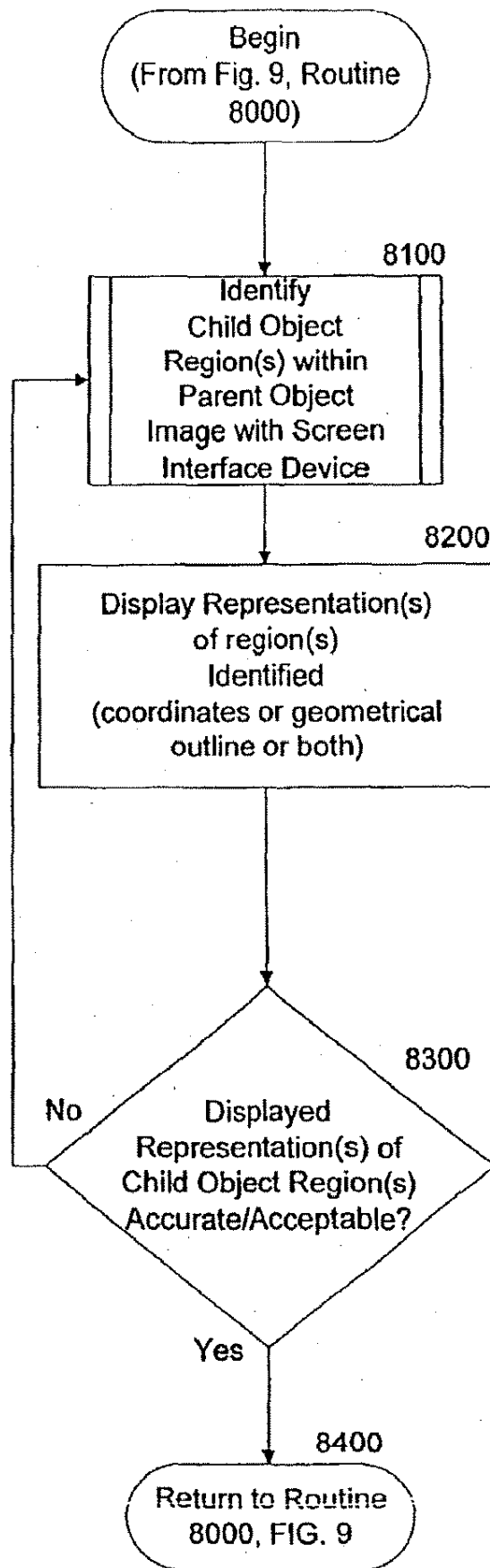
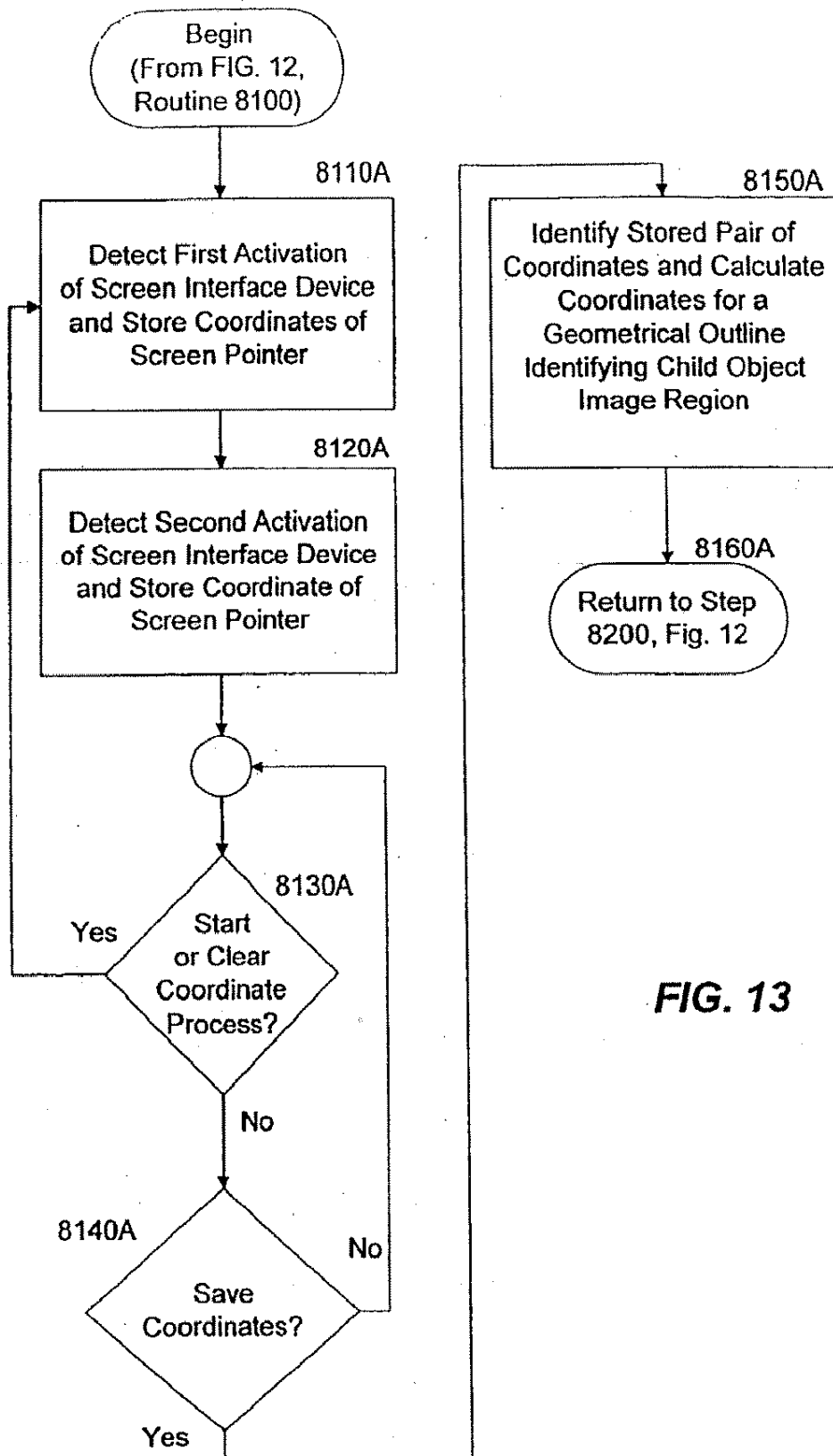


FIG. 12

**FIG. 13**

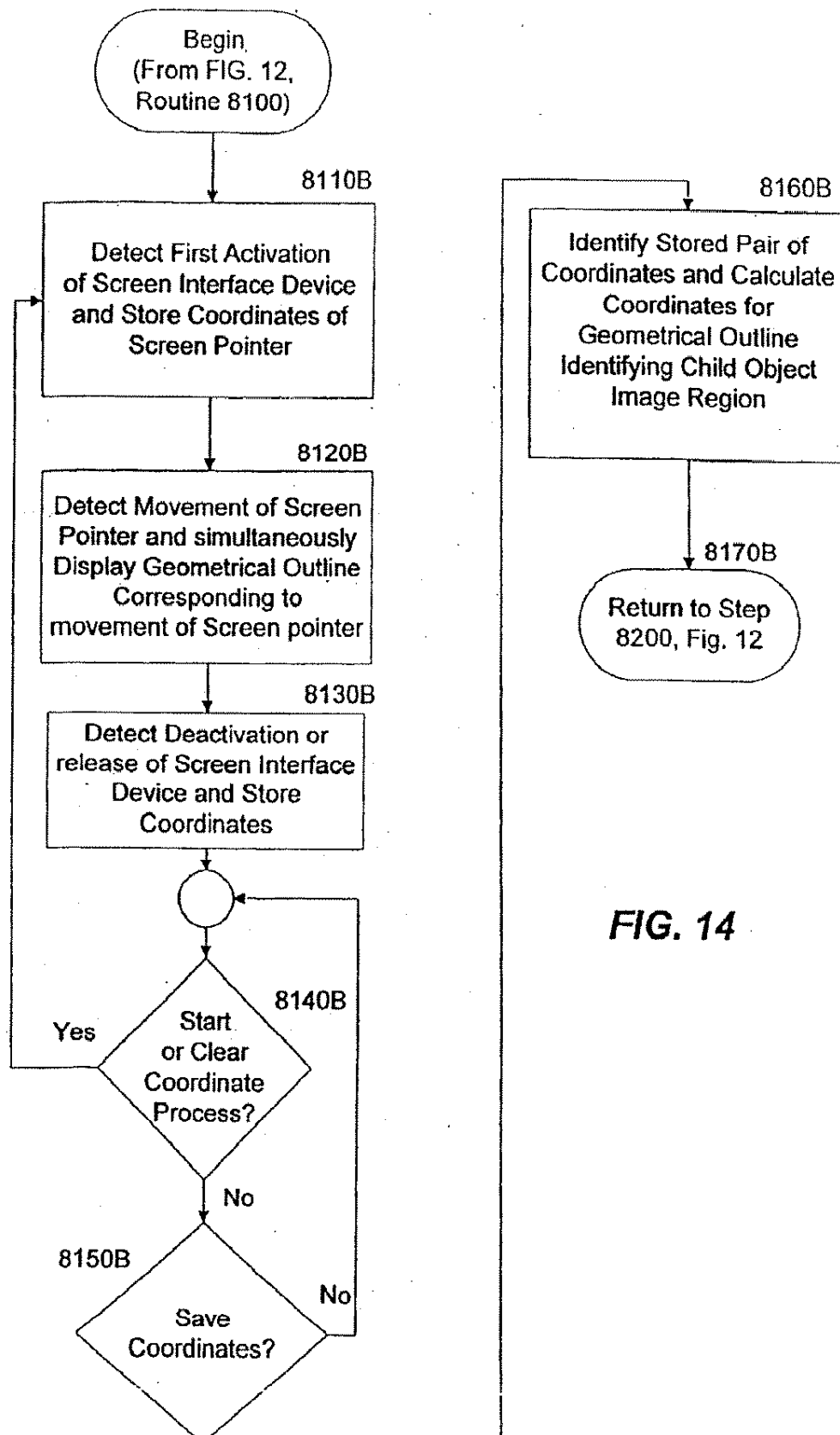


FIG. 14

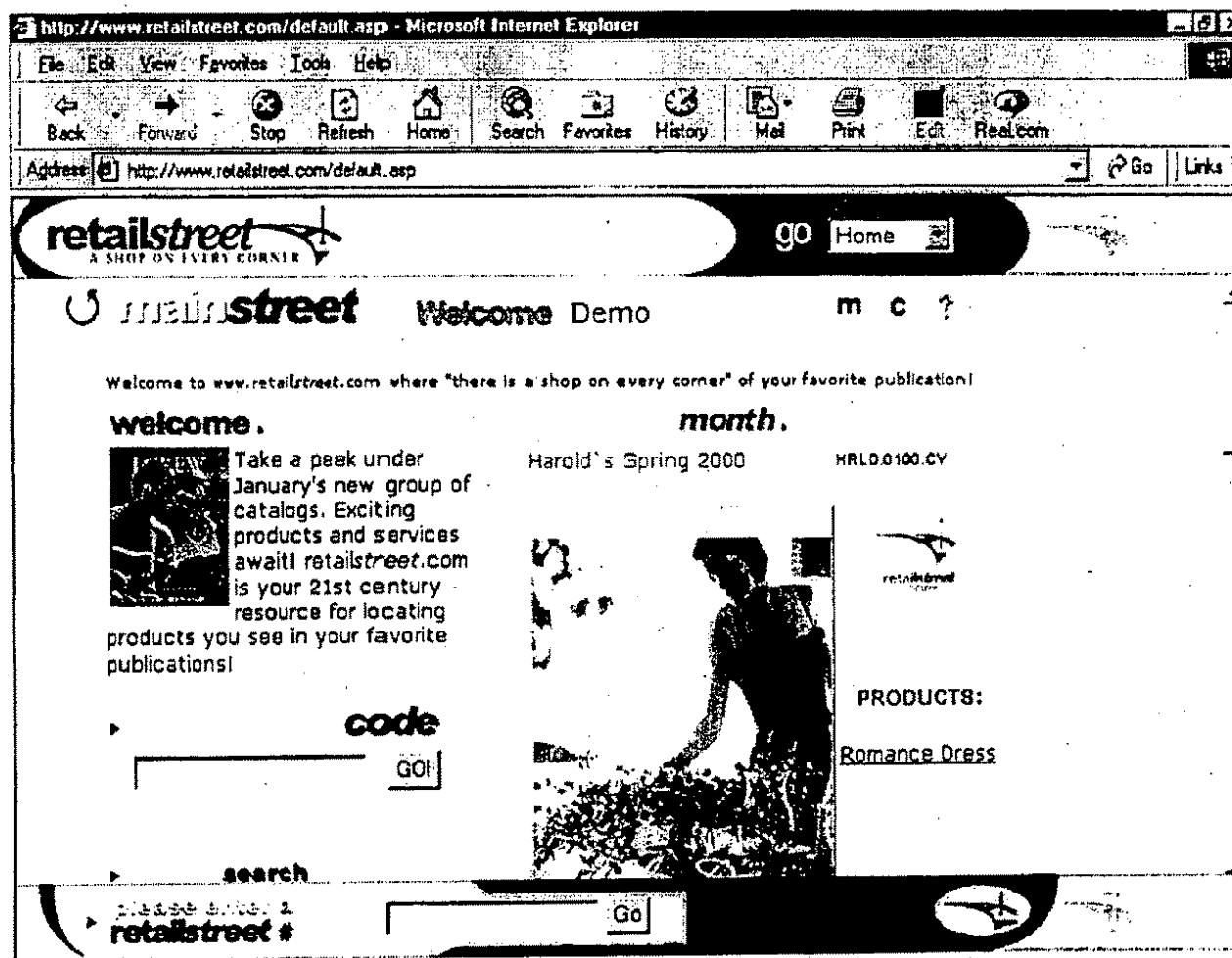


FIG. 15A

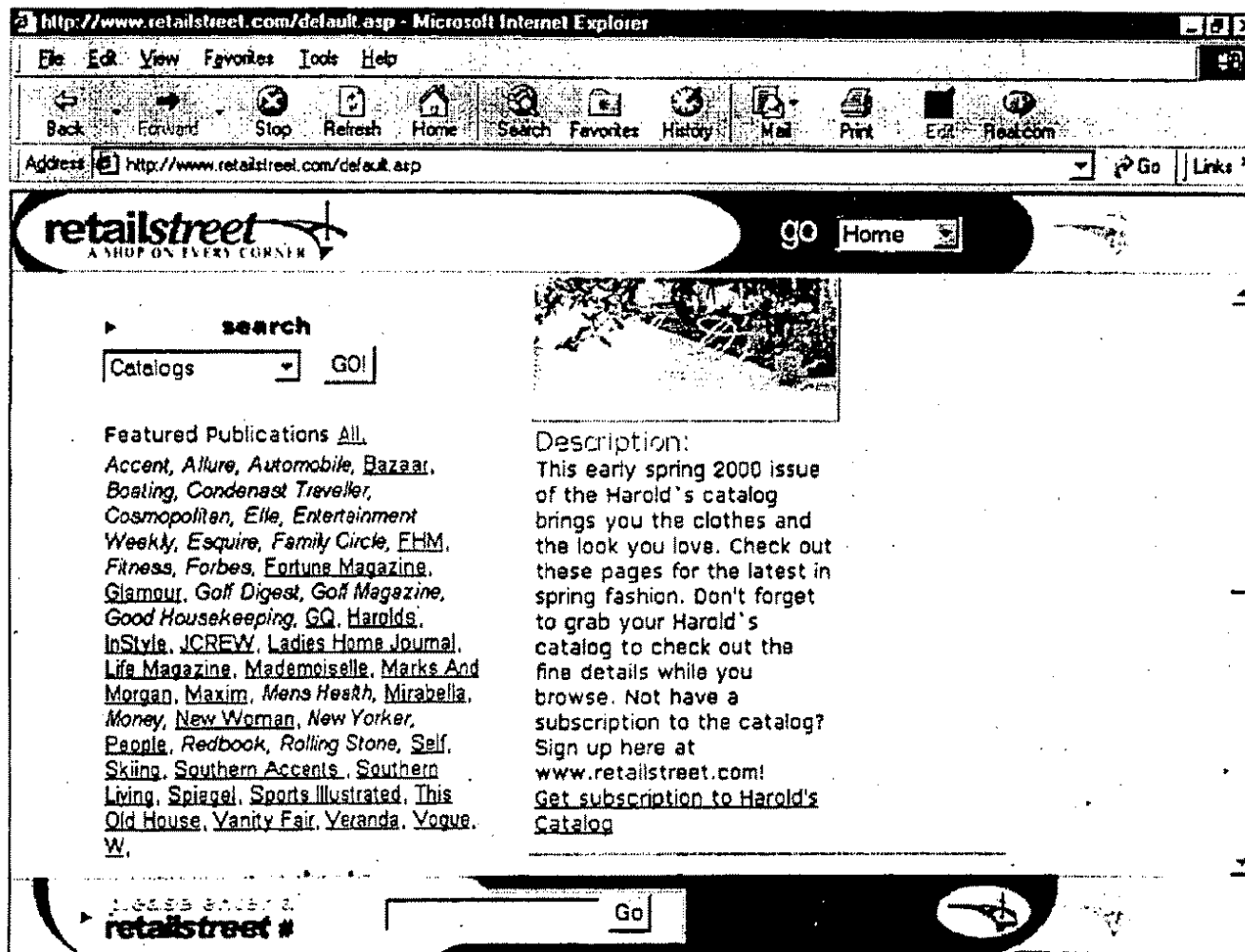


FIG. 15B

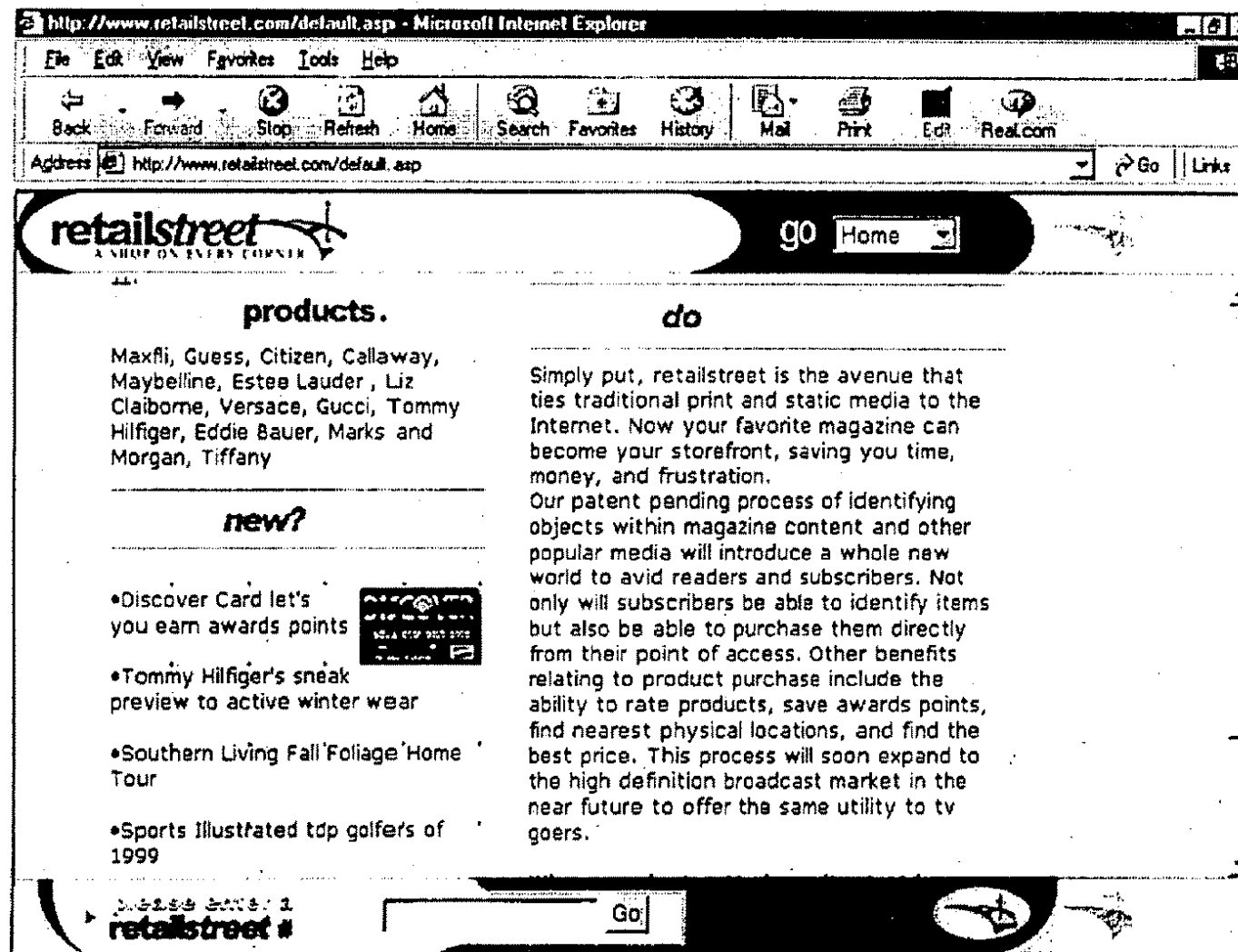


FIG. 15C

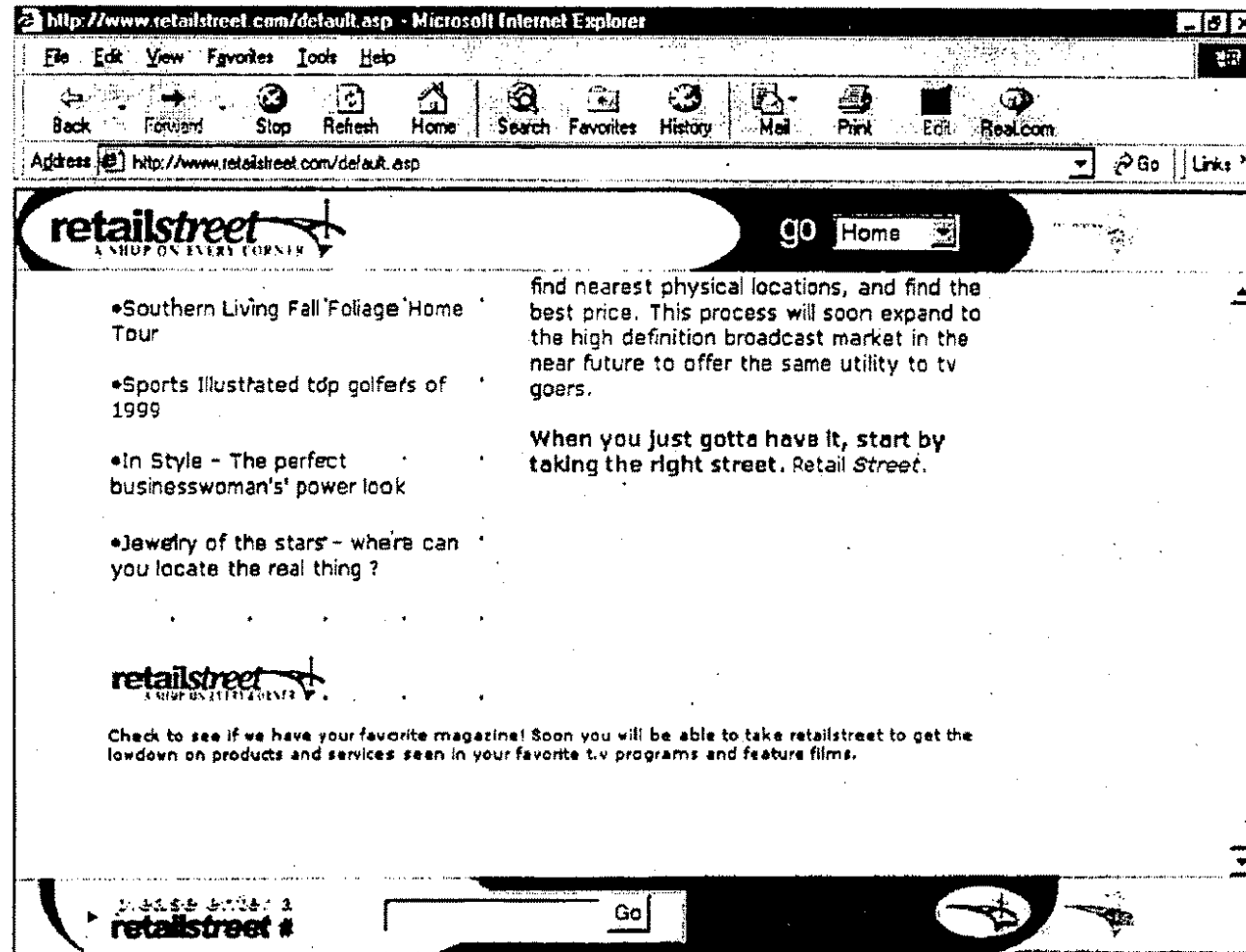


FIG. 15D

The screenshot displays the retailstreet website interface. At the top, there is a navigation bar with the retailstreet logo and a search bar containing the text "go Search". Below this, a secondary search bar contains the text "m c ? Search". The main content area features a heading "Search the 'street' for great products and prices! You can find anything that you are looking for, whether it be a magazine, a specific product or brand, or a manufacturer of goods by using the search tools below. Hit the Street!" followed by the instruction "Search retailstreet:". To the left, a list of product categories is provided, each preceded by a right-pointing arrow: Arts and Entertainment, Automotive, Books, Clothes & Accessories, Computing, Home & Office, Consumer Electronics, Gift Certificates and Ideas, Home & Garden, Services, Sports & Fitness, and Travel & Leisure. To the right of these categories is a "Keyword Search:" section with a text input field containing "titleist golf clubs". Below this are three dropdown menus labeled "Retailer", "Brand", and "Publication", each with "ALL / Any" selected and a "GO" button to its right. A note states: "Retailer & Product Source searches are exclusive of each other." At the bottom of the main content area, there are links: "Cover Search", "Get Directions to a Retailer Nearest you", "Get Help", and "Get a Map". The footer of the page includes the retailstreet logo, a "Go" button, and a small graphic of a person running.

FIG. 16A

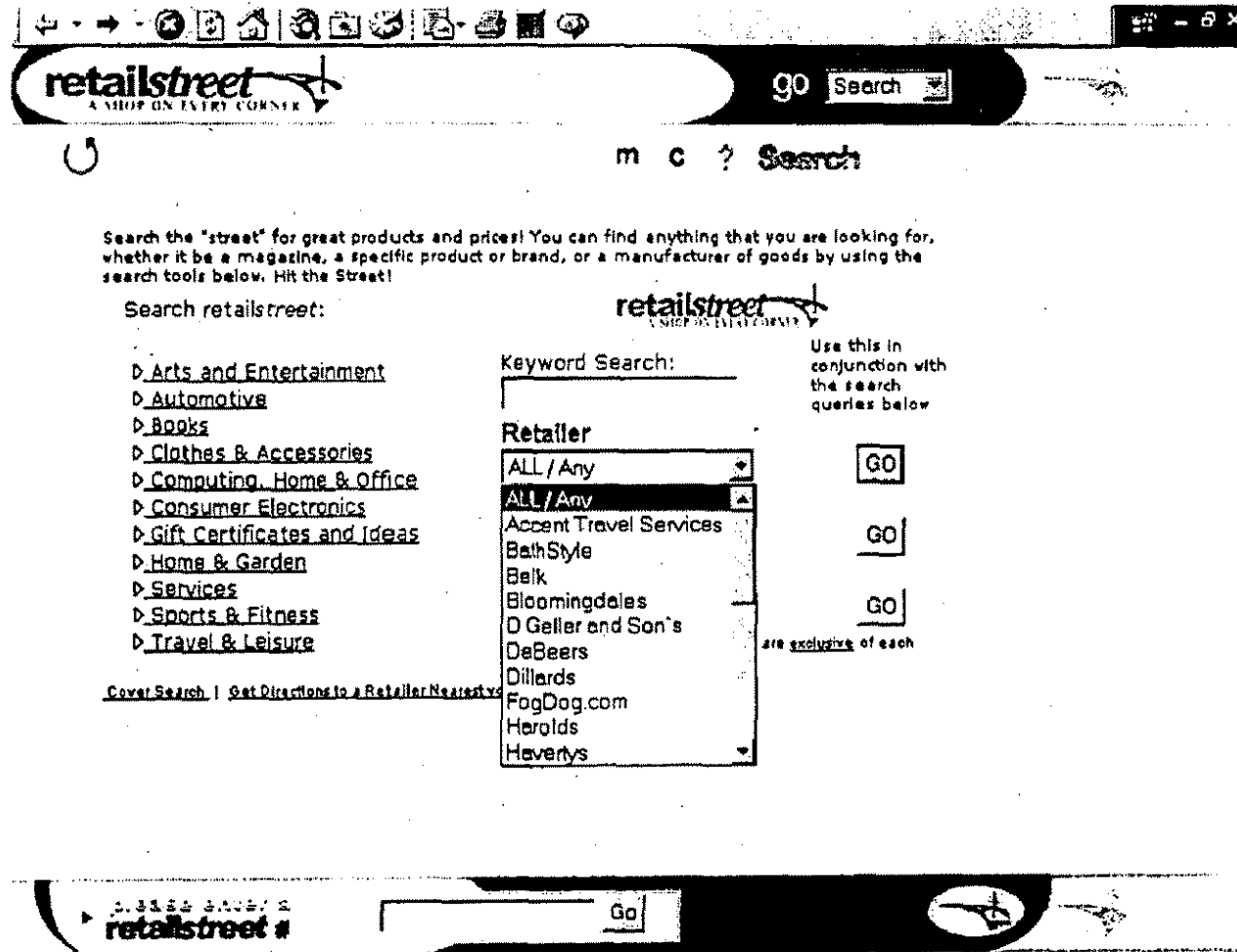


FIG. 16B

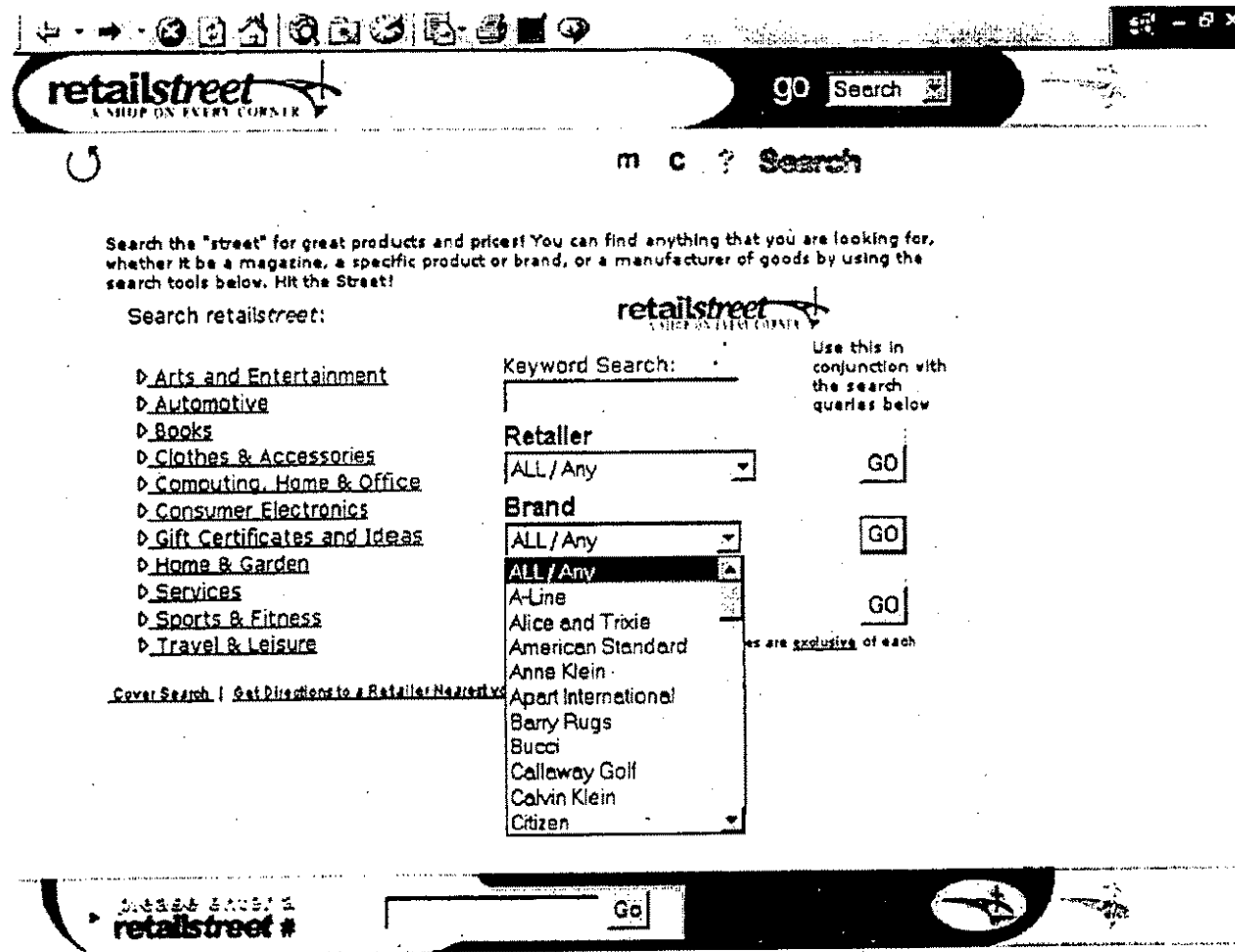


FIG. 16C

retailstreet
A SHOP ON EVERY CORNER

go Search

m c ? Search

Search the "street" for great products and prices! You can find anything that you are looking for, whether it be a magazine, a specific product or brand, or a manufacturer of goods by using the search tools below. Hit the Street!

Search retailstreet:

- ▷ [Arts and Entertainment](#)
- ▷ [Automotive](#)
- ▷ [Books](#)
- ▷ [Clothes & Accessories](#)
- ▷ [Computing, Home & Office](#)
- ▷ [Consumer Electronics](#)
- ▷ [Gift Certificates and Ideas](#)
- ▷ [Home & Garden](#)
- ▷ [Services](#)
- ▷ [Sports & Fitness](#)
- ▷ [Travel & Leisure](#)

[Cover Search](#) | [Get Directions to a Retailer Nearest You](#)

retailstreet

Keyword Search:

Use this in conjunction with the search queries below

Retailer
ALL/Any GO

Brand
ALL/Any GO

Publication
ALL/Any GO

es are exclusive of each

- Beazer
- FHM
- Fortune Magazine
- Glamour
- GO
- Harolds
- InStyle
- JCREW
- Ladies Home Journal
- Life Magazine

retailstreet

FIG. 16D



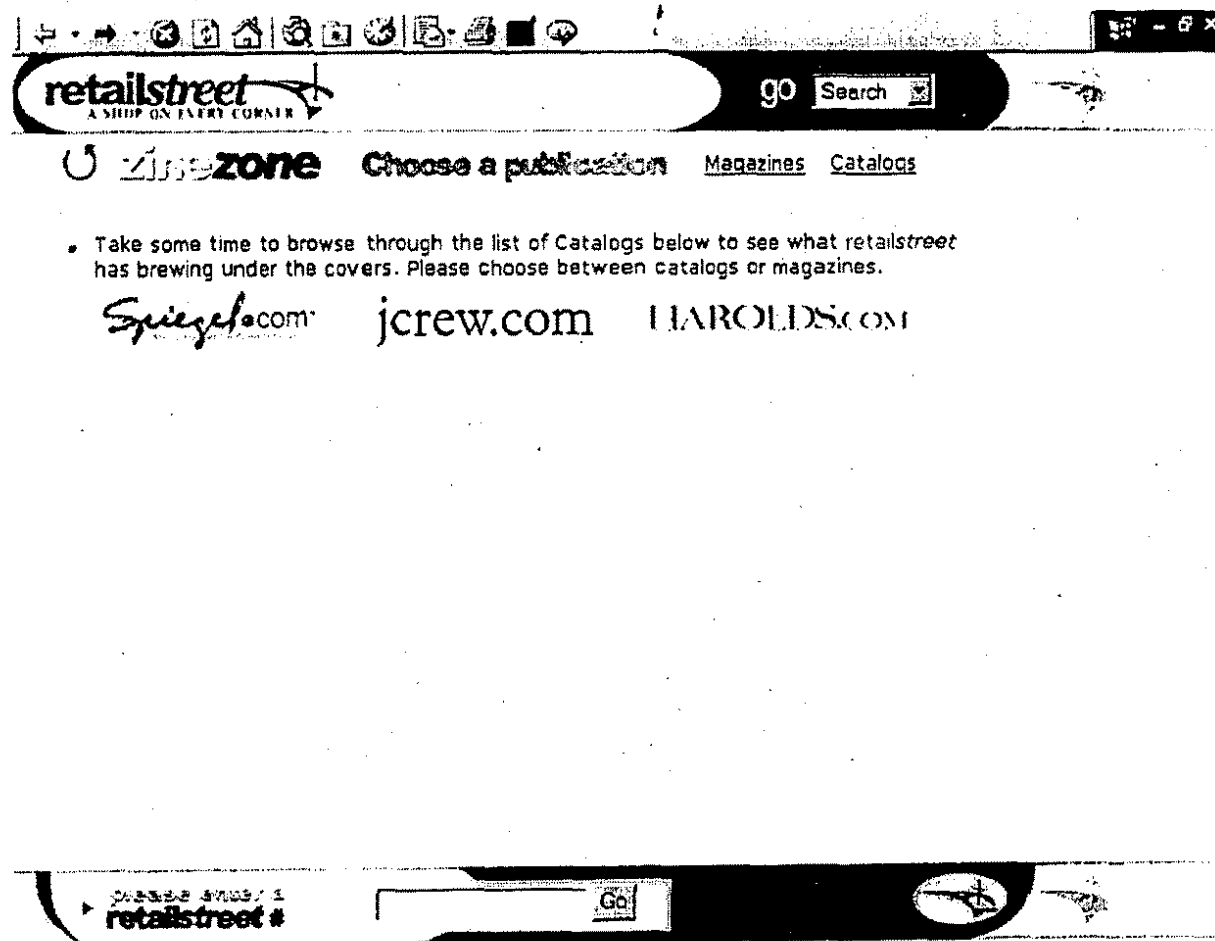


FIG. 17B

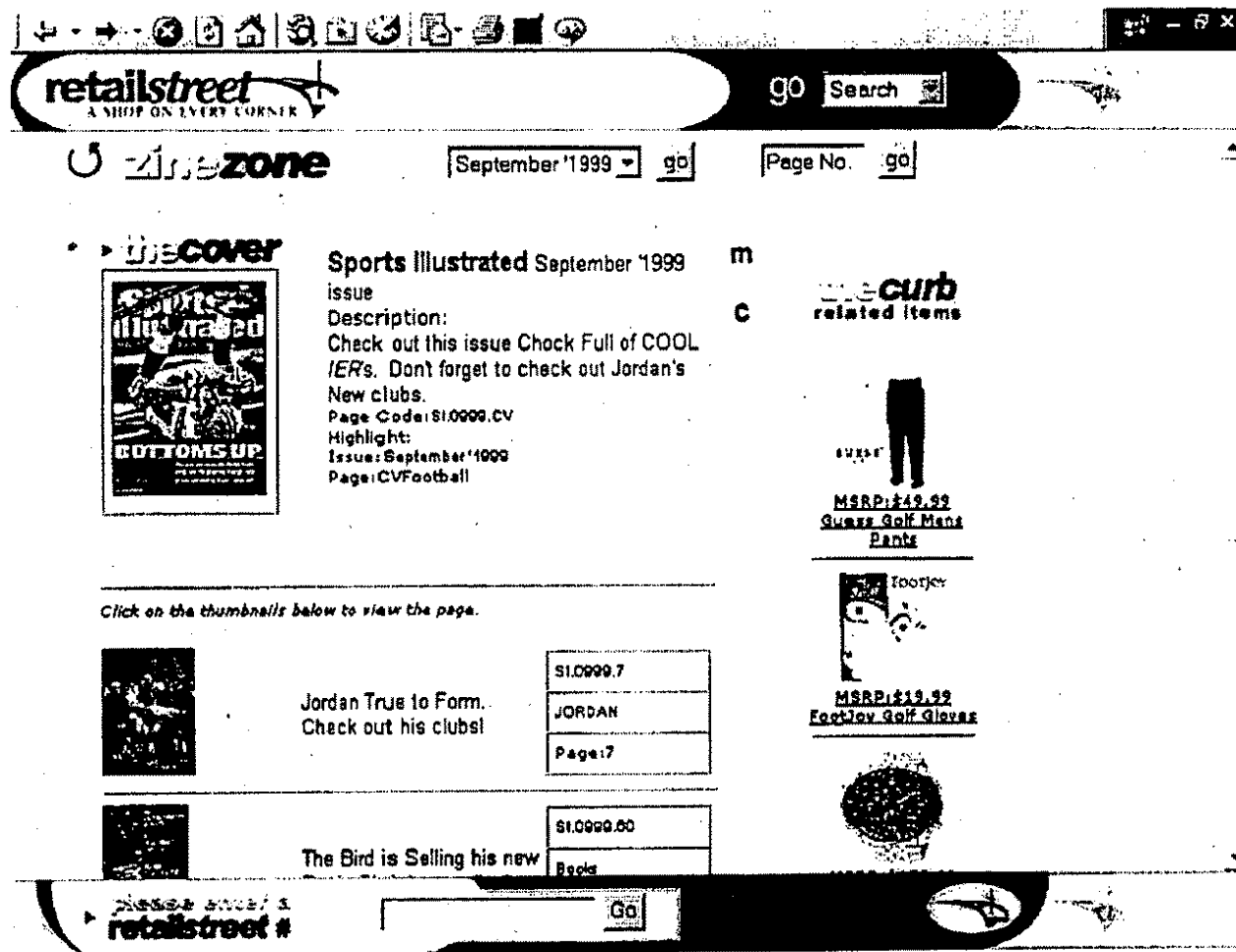


FIG. 18A

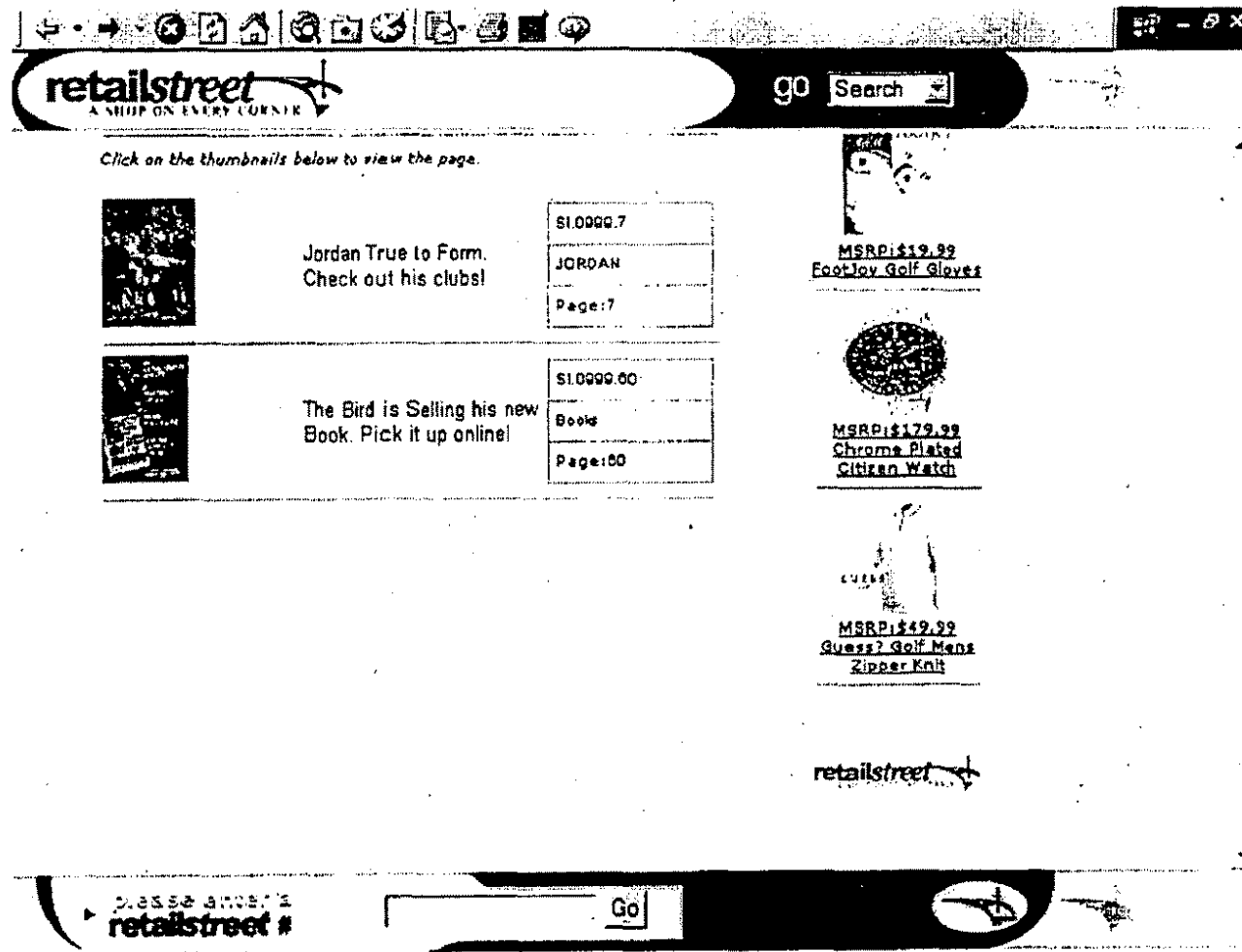


FIG. 18B

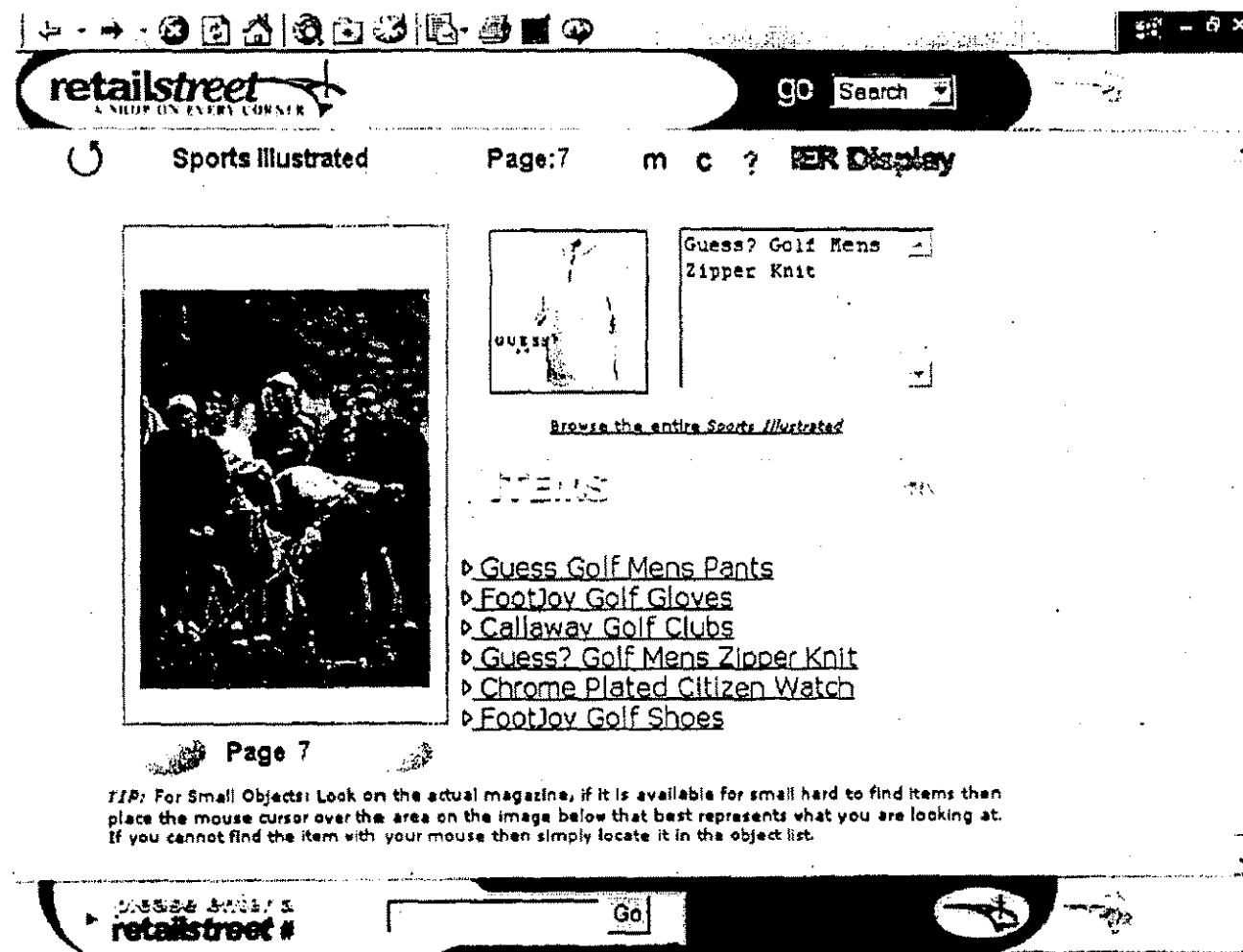


FIG. 19A

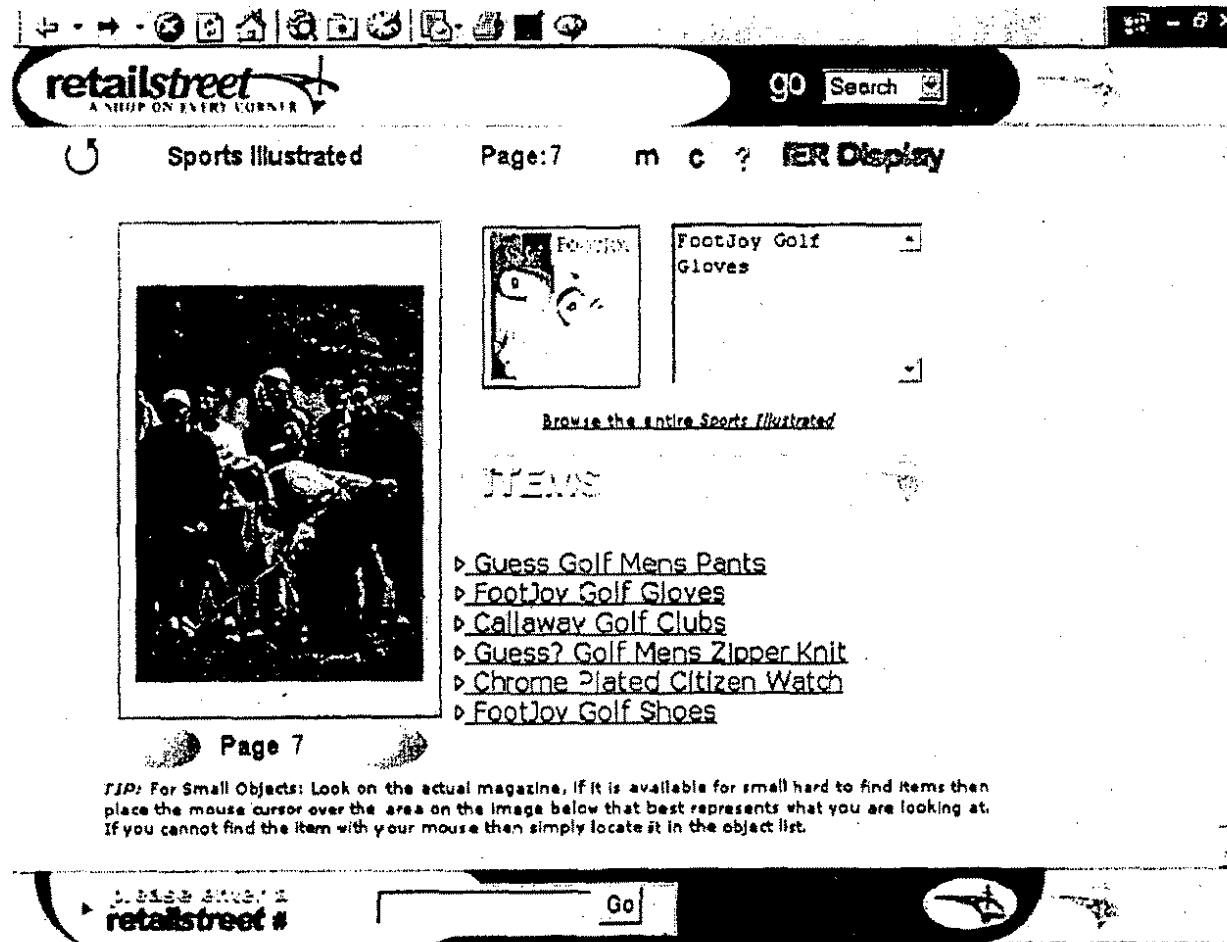


FIG. 19B

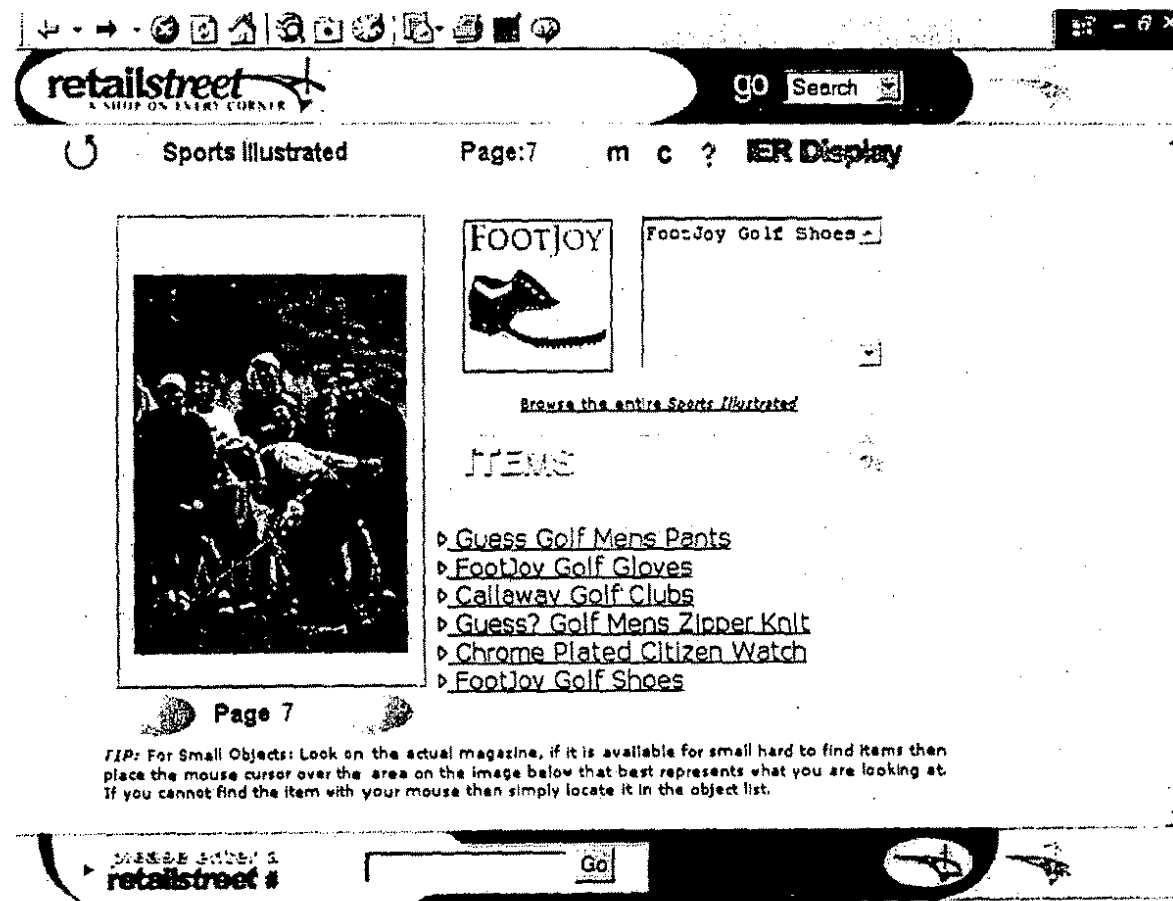


FIG. 19C

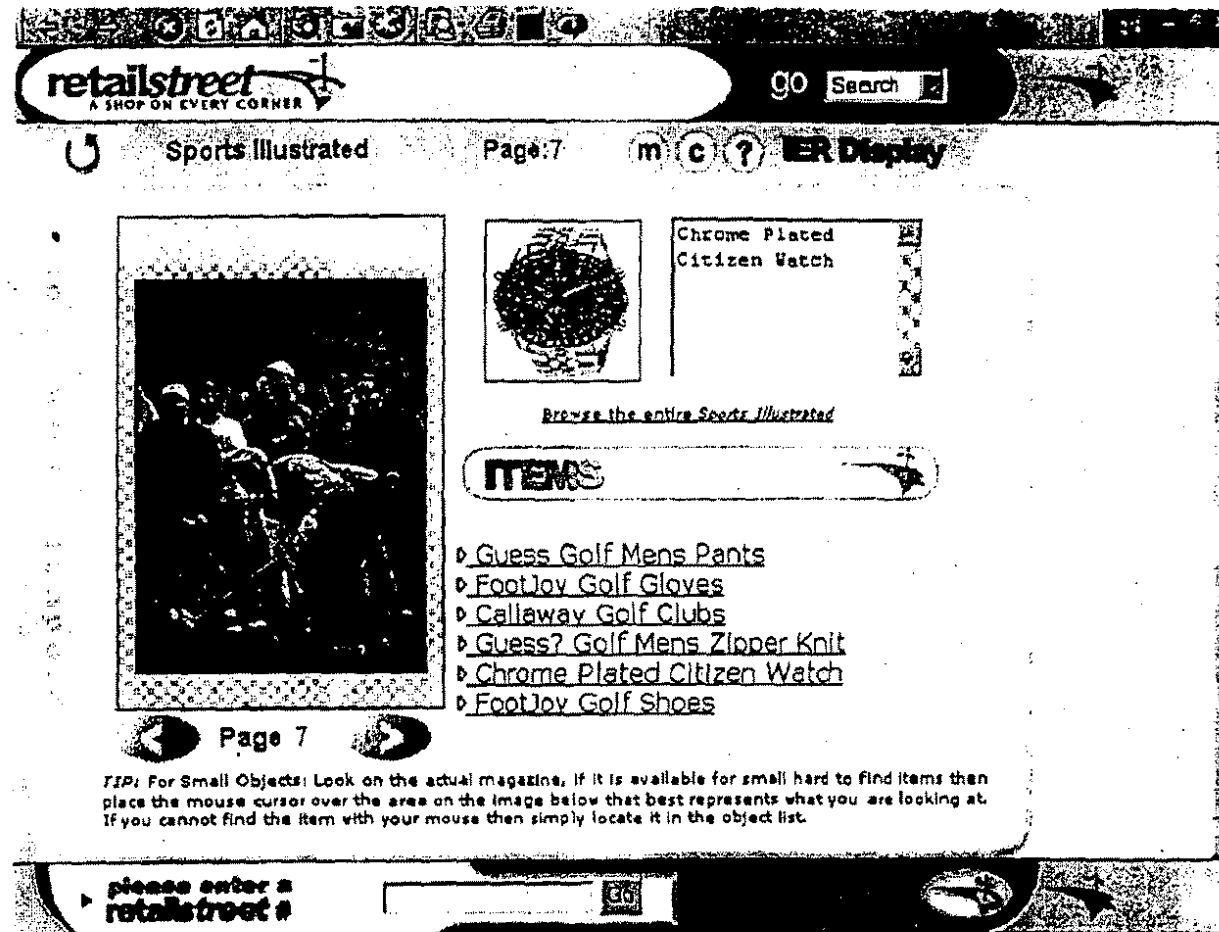


FIG. 19D

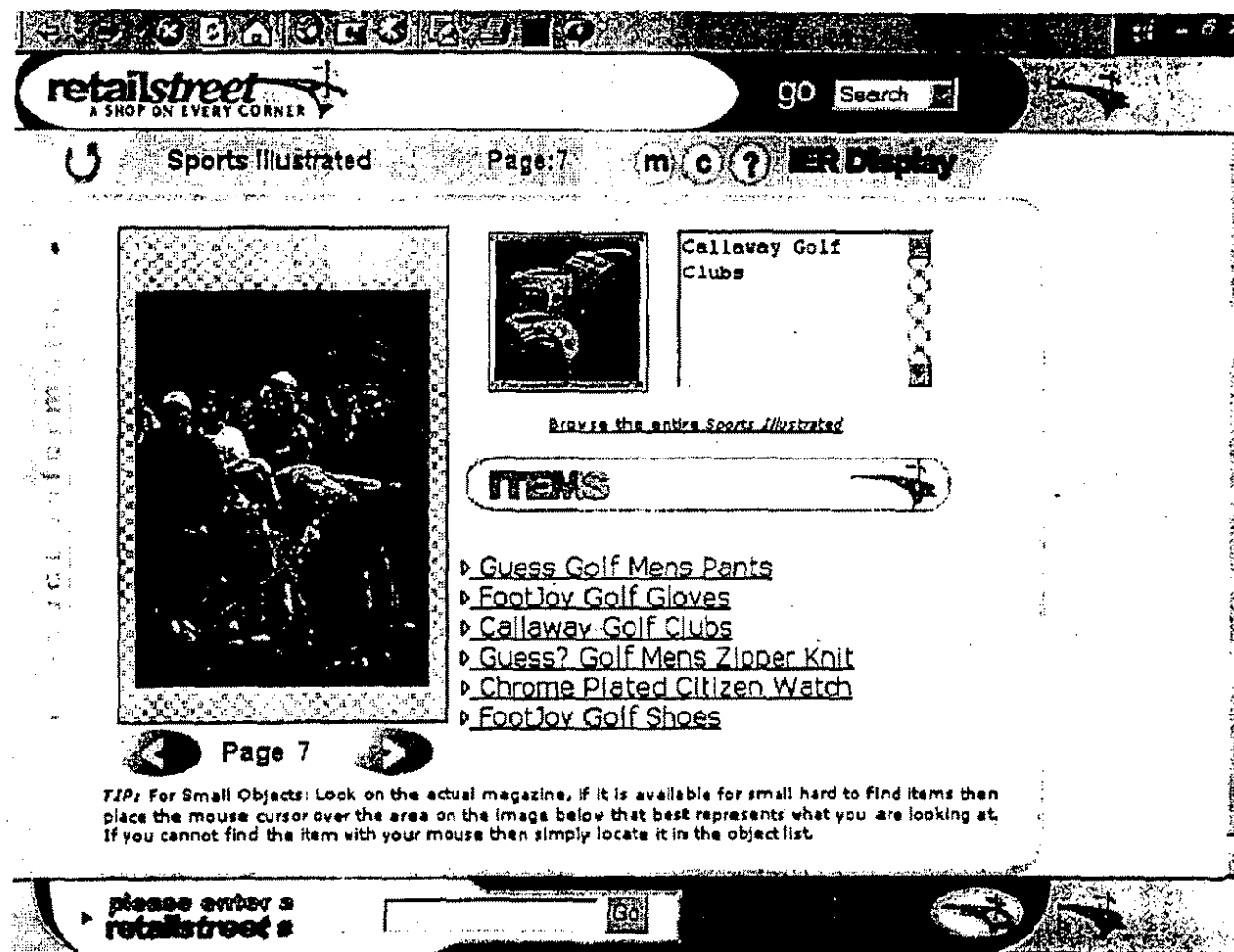


FIG. 19E

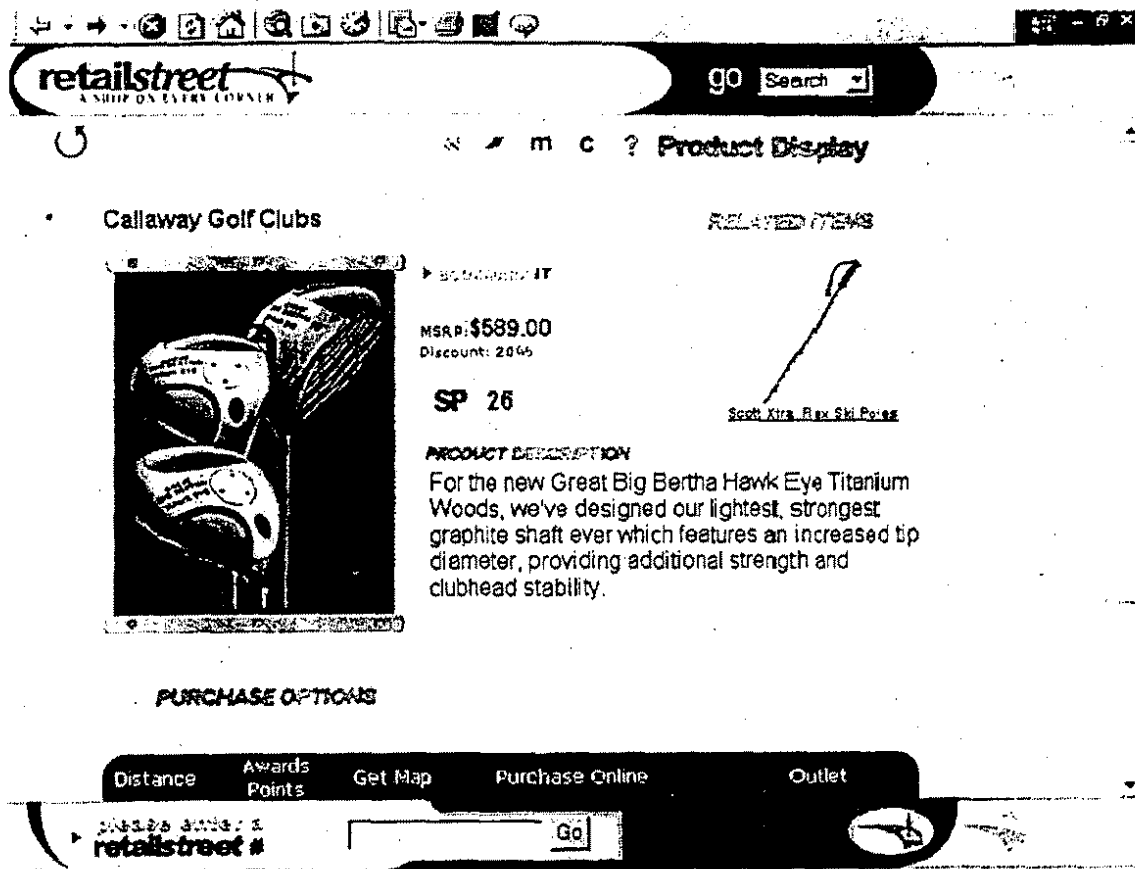
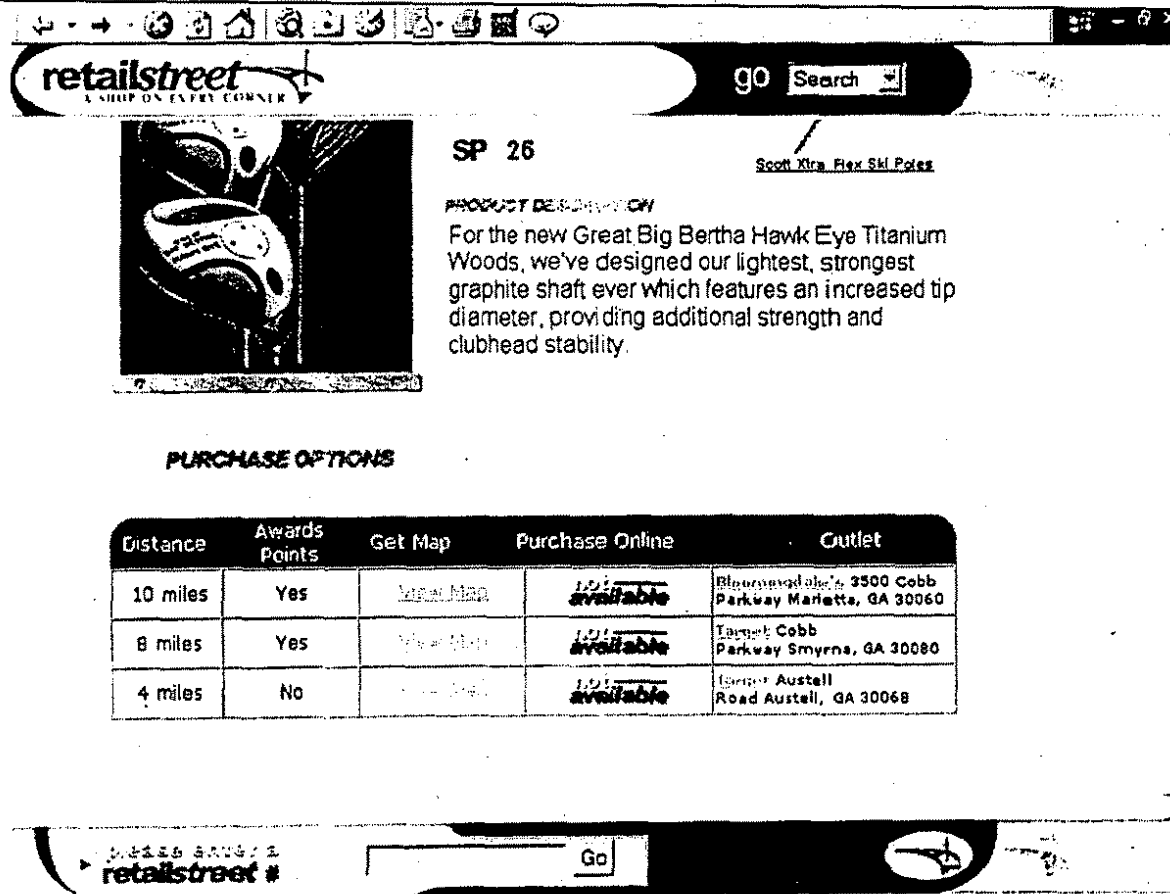


FIG. 20A



retailstreet
A SHOP ON EVERY CORNER

go Search

SP 26
Scott Xtra Flex Ski Poles

PRODUCT DESCRIPTION
For the new Great Big Bertha Hawk Eye Titanium Woods, we've designed our lightest, strongest graphite shaft ever which features an increased tip diameter, providing additional strength and clubhead stability.

PURCHASE OPTIONS

Distance	Awards Points	Get Map	Purchase Online	Outlet
10 miles	Yes	View Map	Not available	Bloomingdale's, 3500 Cobb Parkway Marietta, GA 30060
8 miles	Yes	View Map	Not available	Target Cobb Parkway Smyrna, GA 30080
4 miles	No	View Map	Not available	Target Austell Road Austell, GA 30068

retailstreet # Go

FIG. 20B

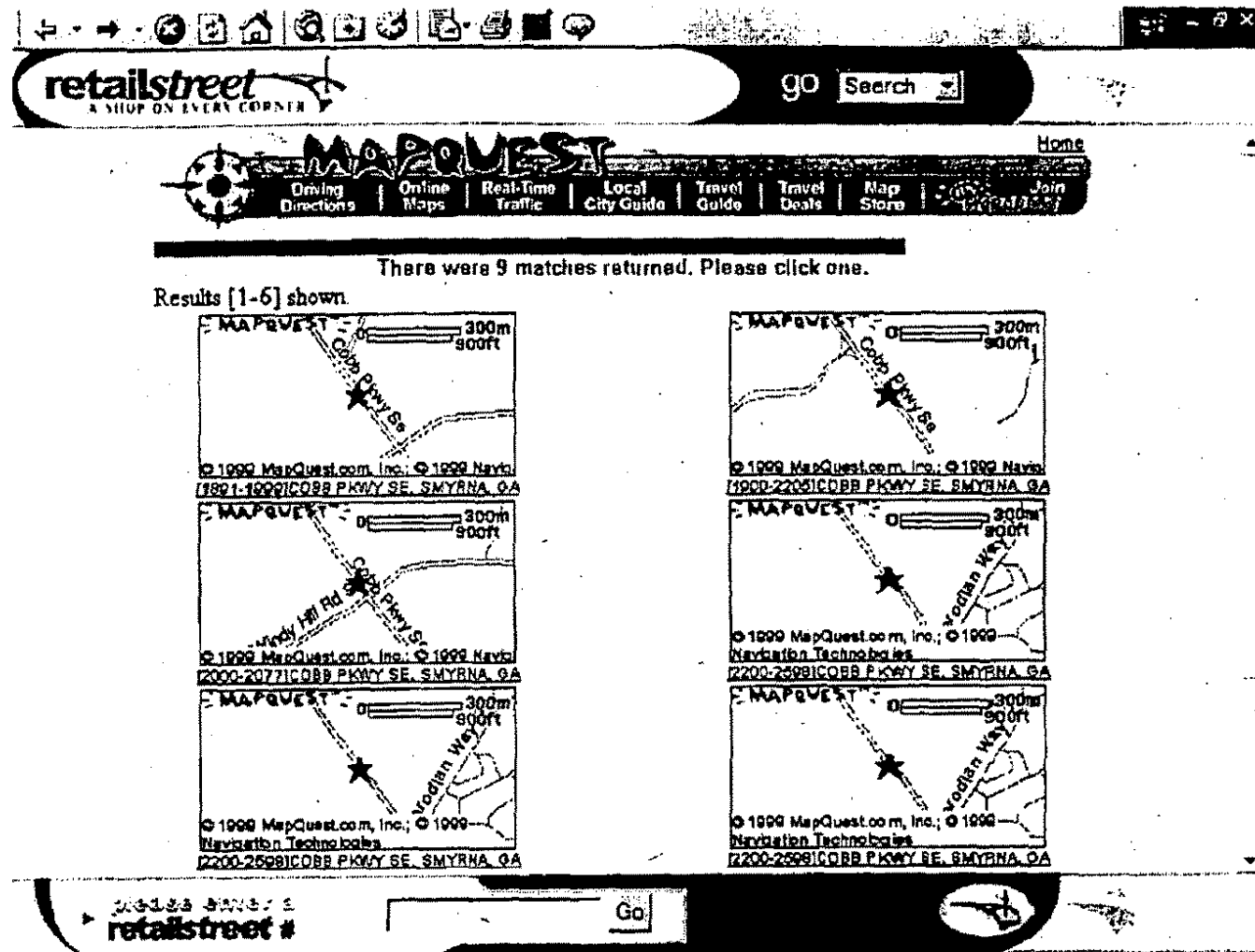


FIG. 21

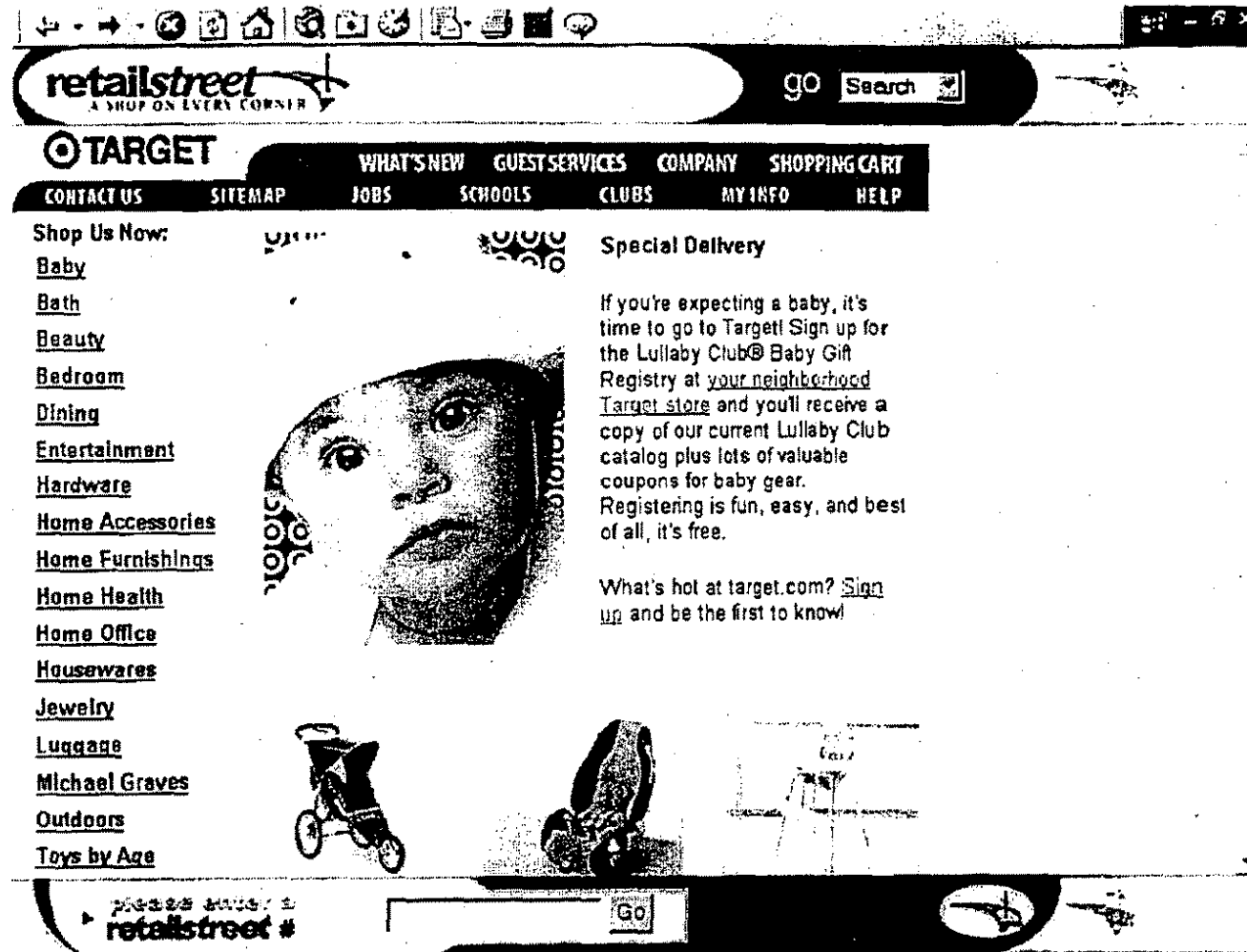


FIG. 22

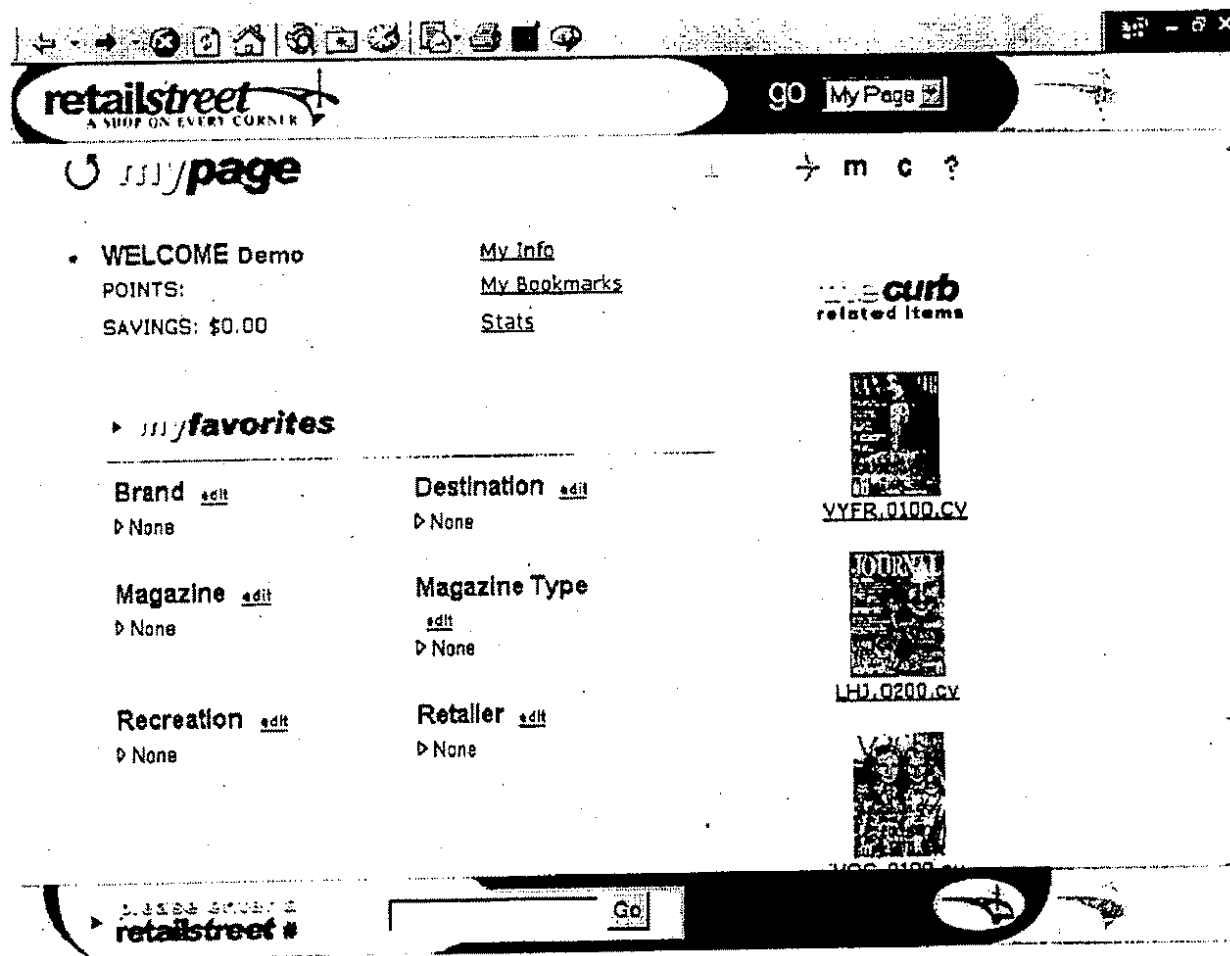


FIG. 23

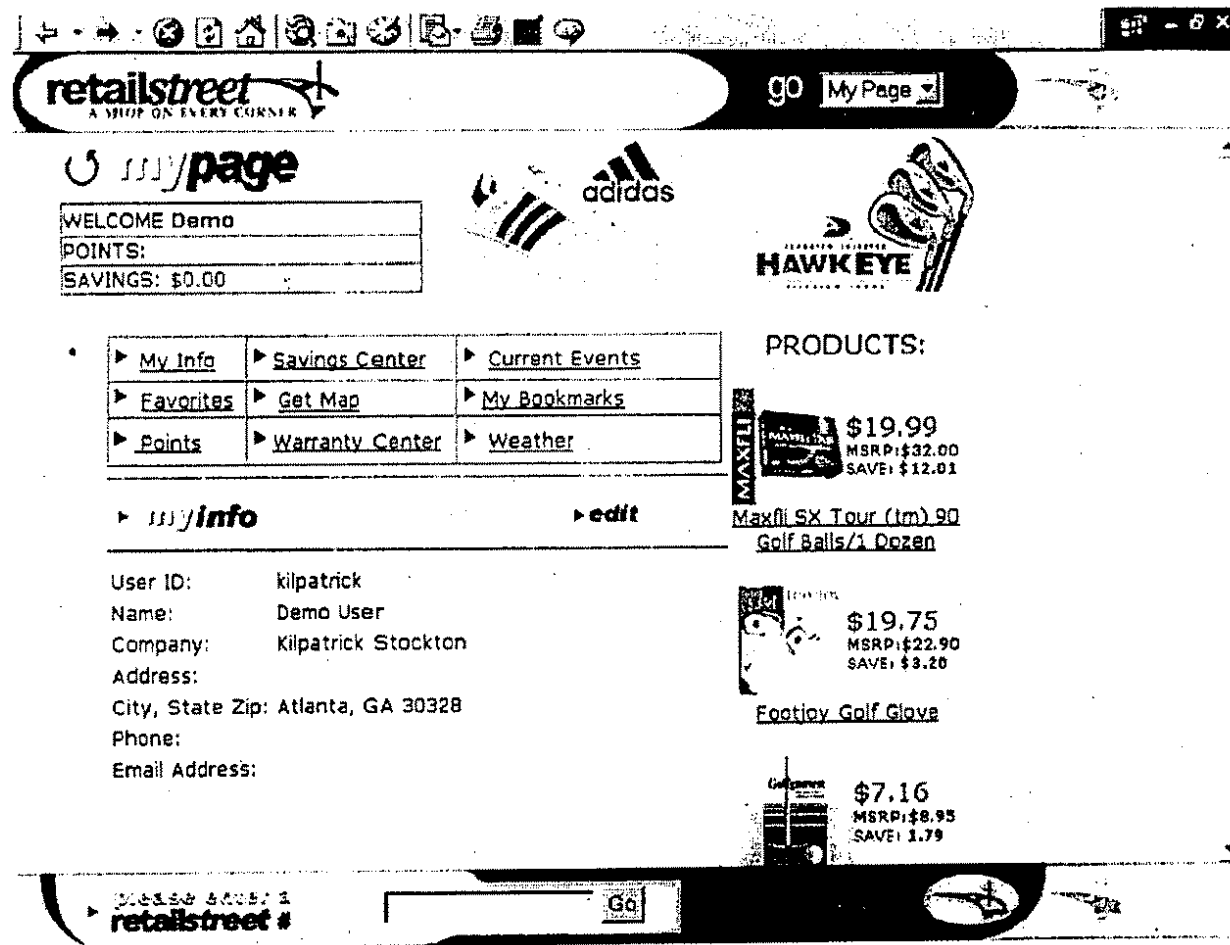


FIG. 24